NOVEMBER 21, 1953

AMUSEMENT INDUSTRY'S LEADING

PRICE: 25 CENTS

NBC-TV and Affiliates Meet To Thrash Out Sales Plans

Miami's Hotels Supplant Clubs As Top Buyers

Bidding Levels Off; Prices No Longer **Favor Performers**

MIAMI, Nov. 14. - The hotels have apparently taken the talent play away from the straight night

clubs in the Miami Beach area.

In the past few years it was the big night club that bid for and got the big names. Now it is the

Ironically enough, however, the price structure no longer favors the performers. The competitive bidding that dominated all Miami jobs is no longer present. At times there seems to be an understanding among the hotels establishing a ceiling on talent salaries. However, a check among the big hotels has failed to disclose any such arrangement, even if the pattern seems to be present.

Miami salaries are now on a par with the rest of the country. A comic who gets \$1,750 in Pittsburgh, for example, will seldom get any more in Miami Beach. In fact, he may work for less, because rooms are often included in the deal. This room offering basis has brought up some strange buys. Some weeks ago a performer whose regular salary is \$2,000 (Las Vegas salary about \$2,750) took a Miami Beach hotel job for \$1,000 because a room went with the deal. The fact that (Continued on page 15)

14,500,000 'RUDOLPH' SALES

Peak Hit Via 56 Records; Autry Sells 4,000,000

NEW YORK, Nov. 14. — "Ru- on Children's Guild and Hal Phildolph the Red-Nosed Reindeer," lips on Children's Records, St. Nicholas Music's song which Gene Autry's Columbia disk debuted five years ago, continues now achieved a sales figure of nearly 4,000,000 since the label cut figures. A total of 14,500,000 records have been sold to date, with Johnny Marks, owner of the copyright, now getting set for another identified with the tune that he holiday season.

Ten new disks have been cut, making a total of 56. New records Dixon on Prom, Arizona Martin

promotional push this upcoming still continues to do it at public holiday season. still continues to do it at public appearances. The Autry disk is still a good seller.

Altho none of the top artists

Short Time Periods To Be Major Issue

Weaver to Offer Small-Segment Projects; Web's Morning Programing Key Factor

By SAM CHASE

NEW YORK, Nov. 16. - The question of selling patterns, in-volving the sale of smaller time segments by NBC-TV, will be the major issue at the upcoming twoday meeting of that web's affiliates, opening in Chicago tomorrow (Tuesday).

Another key subject will be the include Perry Como on Victor, who waxed the tune racked up network's morning programing. Johnny Maddox on Dot, Homer anything close to Autry's sales, Carrying the ball for NBC this ners with Arthur Godfrey on stantially well-as is indicated by Weaver, vice-chairman of the Columbia, Jimmy Boyd and Bob the grand total to date of 14,500.- board, with the network pinning than on Columbia, Dolph ooo. Toppers who have cut the its hopes on him to do as able a (Continued on page 18) job of winning over the affiliates

as did his boss, Brig. Gen. David Sarnoff, at the memorable Princeton, N. J., meet last May. Expectations are that the ses-

sions will go smoothly and wind up on an amicable basis. The consensus among affiliates is that the problems outstanding, particularly on the sales patterns, were the result of misunderstandings rather than any deliberately offending moves by web brass. These, it is and Jethro on Victor, The Mari- every important artist sold sub- time will be Sylvester (Pat) anticipated, will be cleared up by airing them fully, and the resultant clarification should have the effect of cementing closer ties between the network and the sta-

Rosa Plan

Up for most careful scrutiny will be Weaver's so-called "Rosa" plan for selling one-time participations in any non-commercial portions of the 10 a.m.-noon lineup, the plan for selling seven and one-half-minute portions of the Kate Smith show and the blueprint Weaver is expected to unfold for selling the new early afternoon "Home" strip. The end result is likely to be some compromises on the part of both network and stations which will permit these plans to go forward, at least in modified form.

The dispute about "Rosa" and the Kate Smith plan came about inadvertently. Last Christmas, General Sarnoff personally had promised key NBC affiliates that there would be no further institu-

(Continued on page 3)

Publishing Industry Alarmed By Pop Sheet Music Decline

many of whom feel no compara- ger margins of profit.

On the jobber level, the low

NEW YORK, Nov. 14. - The | condition of the business has been | known that a big pop hit now extent to which the popular sheet indicated by such recent develop- averages about 250,000 copies, music business has declined has ments as Carl Fischer's statement

many years. A re-examination of Music firm went into bankruptcy, outmoded method of merchandispricing, merchandising discounts It is now ordering small quanti- ing. and profit margins are considered ties of music. Other jobbers admore necessary than ever before. mit their condition is precarious.

Another jobber, Homeyer's in Boston, virtually shut down last month, owing to difficulties in connection with the settlement of the estate of H. N. Homeyer, who died about one year ago. The firm is now operating on a parttime basis-ordering very little and selling out of current stock.

The 250 stores which once were serviced by Homeyer's in New England are now being serviced by New York jobbers. It is considered possible that Bill Homeyer may re-open in the spring. On the publisher level, it is

"which is comparable to a poor caused consternation thruout all (The Billboard, November 14) that seller of 12 years ago." The latter levels of the music publishing the firm might fold its jobbing remark was made by a topper of business. This is now readily ad- business in the event the publish- one of the old-line firms, who mitted by publishers and jobbers, ers refused to come thru with big- said the situation calls for the most serious research into the ble dive has been witnessed for Last spring, the Gamble Hinge possibilities of improving present

The rack, which is handled by (Continued on page 16)

TV programs, with several of

them featuring President Eisen-

hower in round-table confabs

with some of his cabinet officials,

will get under way soon if high

GOP strategists can get a green

light for arrangements from the White House. Efforts to launch

the programs were stepped up by

this week's tumultuous develop-

GOP to Step Up Plans

ASPIRIN FOR BOOKERS

TV Makes an 'Expert' Of Outdoor Act Buyer

NEW YORK, Nov. 14 .- Outdoor variety shows and the resultant bookers are currently facing up deluge of talent which greeted to the same problems that beset his vision and taxed his senses their indoor cohorts a half dozen spelled hard times for the booker, years ago when the spread of tel- however. evision reception to the hinterlands had many prospective act buyers making like experts in the talent field.

In the early days of television the guy in the sticks-just outside the big city nerve centers of entertainment - found the new medium entertaining, like everyone else. The preponderance of

Dinah Shore Date Set for Waldorf

Shore will go back into the Wal- saw on the Ed Sullivan "Toast of dorf-Astoria in mid-January. She the Town" show, or the dog act will be in New York for her TV as compared with the larger show for Chevrolet which ties the grouping of trained domestic anidate up to coincide with the mals which performed so well on annual auto show. Miss Shore's the Jimmy Durante stanza, and so last p.a. was at the Waldorf on, ad infinitum. about three years ago.

Robert Maxwell and Esterlita.

The ensuing appearance of

agents and promoters who continue, as in the past, to sell acts vocally and thru the use of descriptive printed matter now are faced with a barrage of questions, criticisms and requests that have added greatly to the usual woes that go with selling.

Basis for Comparison

Today's buyer-isolated only a few years ago from the entertainment markets except for infrequent trips to New York and Chicago-now wants to know the relative merits of the proffered NEW YORK, Nov. 14 .- Dinah teeterboard act with the one he

When the explanations are fi-Edgar Bergen, now current at nally made and the sale consumthe hotel, will be followed by mated, the agent is often left with (Continued on page 60)

CHRIS MAY BE A FEM, BUT-

LAS VEGAS, Nev., Nov. 14.—Christine Jorgensen may look like a woman, act like a woman, and (if Christine is an authority) may BE a woman, but all the publicity in the world hasn't been able to sell this to the Sa-Harem dancers of the Hotel Sahara chorus line.

A backstage rebellion has been reported since Christine was booked into the hotel. The edict from the chorus lovelies: No Christine in the ladies' room!

Members of the line served notice on the management that they don't intend to powder their noses under the watchful eyes of someone who ("How the hell do we know!") might be a Peeping Tom instead of a demure Thomasina.

Chief object of the series, if as and when they get under way, will be to get the administration's views and clarification of action across to the public. Party leaders who are pushing for the programs view the project as vital to offset critics who say President Eisenhower is failing to speak for his administration. The President, these critics argue, has been for-feiting a lot of that responsibility to such bigwigs as Atty. Gen. Herbert Brownell Jr. The argument has been advanced that Brownell should have foreseen

and headed off the House Un-American Activities - tittee's slapping a subpoena on former President Truman. In fact, it was the GOP National Committee which is chiefly credited with Letter Litt.

For White House Tele WASHINGTON, Nov. 14 .- A H. Velde (R., Ill.) to abandon any full-dress series of administration effort to enforce the subpoena.

GOP strategists believe that it_ would be wise politically and administratively for the President to be assertive to as wide an audience as possible on major issues, whether they are issues of the moment or of long standing.

Plans for stepped-up TV ac-tivity in the White House have been in a discussion stage for ments in the Harry Dexter White some time. Apparently there is no thought to establishing pro-

(Continued on page 4)

Index

Auds - Arenas Burlesque Carnival Circus Class - Ads Coin Mach - Market Fairs & Expos - Final Curtain Jen. Outdoor Hogor Roll of Hits Indoor Reviews - Legitimute	57 67 65 71 78 93 66 59 60 30 31 2	Merchandise Music Music Charts Music Machines Night Clubs Parks & Pools Pipes Radio Rinks Roadshow-Rep Routes Television TV Files	16 30 84 15 64 76 3 59 63
polit Doortes	50	42	

Paradoxically, the criticism has

Board has been relaying the com-

ments to individual TV stations,

most of which have s own willing-

ness to reform. Obviously, no sta-

tion wants to offend its viewers.

Biggest source of annoyance to the

board is sporadic "bait" advertis-

ing on the air. The board has

been sending out plenty of warn-

ings on this to TV stations. The

Federal Trade Commission and

the Federal Communications Com-

mission are pushing a drive

against the bait practice. The

industry's Review Board hopes to

come up with constructive sugges-

tions when it meets here later this

Billboard Backstage

Standing on the floor, stripped

comfort, part of the ugly collu-

Louis on the floor and the audi-

ence that knew him or of him

tourists and sports followers.

Among the latter were Billy

Conn, now a prosperous oilman.

and Jake Mintz, manager of Ez-

zard Charles-the man who won

sports figures.

Everyone was ill at ease-Joe

and its tragedies. We live in the plause. But those who saw the duction of Louis. middle of both. If we contribute outstanding sports figure of the anything to a performer's suc- decade fumble his way thru a cess, we derive a glow of satis- dull act probably wondered why faction. If we see them fail, we this had to happen. sympathize. If they start downhill, we understand their despair. of his crown and his glory, Louis At times we even offer sugges- must have felt the ignominity of tions that may change their en- his position as he forced himself tire careers and bring them new to be funny in the accepted night success. That, as we see it, is club tradition. A small crowd, one of the functions of a trade out front, kept squirming in dispaper.

It is a lonesome business being a performer. It is even more lonesome being a headliner in an allied field, losing it and then trying to transfer that headline status into show business proper.

It has been done but never to our knowledge by anyone who didn't come prepared and who didn't go thru heartbreaks and disappointments.

The commercial side of show business demands drawing power; talent is a very minor consideration. And nowhere is it so sharp as in the night club busi-

name in the sporting world sport pages of history, had just have been put on at all. It is waiked slowly off a night club finished going thru a dull rou- not only degrading to the man floor while a merciless spotlight tine. His equally dull partner up there in the pitiless white reflected his balding head.

of his new career.

Show business has its triumphs there was a flutter of polite ap- died the second after the intro-

Joe Louis is thru in the ring. Apparently he's not thru in night clubs. Now that his life has been made into a motion picture, he'll probably be in still greater demand.

The Joe Louis spectacle is a sad commentary on night clubs -an industry that spends millions annually but still stands in the wings, hat in hand, waiting to be permitted to join the other performing arts.

and why the night club industry first annual report this week (for when he was the king. Out front had to make itself an accessory were the morbidly curious, the after the fact to such a degrada-

The justification that a night club has to make a buck is no justification at all. It explodes the theory that a name is imthe title from Louis and forced portant and talent comes a long him into this obscurity. Obscurity seems to be the lot of fading way behind. Clubs that operate on such a basis have very short lives in an industry that is no-Joe Louis, whose blazing fists inside the ring and exemplary torious for its mortality rate.

character outside of it earned. If Joe Louis couldn't be pre-A few weeks ago a once big him a lasting memorial in the sented properly, he shouldn't used material that would have spot, but what is perhaps more It was the once great Joe put a 10-year-old to shame. The important to night clubs is that Louis going off into the twilight basis was a series of "Uncle Tom" the repeat dollars that may be gags strung together in a dreary attracted by genuine talent will he worked to a guarantee of With the slow, tired walk-off routine. The act was dead. It give such clubs a wide berth.

Washington Once-Over

WASHINGTON, Nov. 14.—Y volume of complaints comprises can look for a terrific boom in three-fourths of the Review amusement construction next year. Board's entire mailbag from the Commerce and labor department TV public. dopesters expect the volume will run at least to \$175 million, a 9 served a useful purpose for the per cent gain over this year. Im- telecasting industry. The Review portant factors are the mushrooming of suburbs and increased mobility of the population.

COMPLAINTS APLENTY FROM TV VIEWERS . . .

There's a lot of room for improvement in TV programing de-The writer couldn't help but spite progress cited by the Telewonder why this had to happen vision Code Review Board in its story on report, see TV-radio section). The report doesn't say anything about this, but the Review Board has received some 500 letters from folks fuming about what they see on TV. That hefty

> HYDE AND DOERFER-NIP AND TUCK ...

Is Commissioner John Doerfer being groomed for Chairman Rosel Hyde's job on the FCC? Altho it looks that way, the White House hasn't reached a clear-cut decision. Several of the GOP high command would like to see the Wisconsin Republican elevated to the No. 1 spot, not because of any dislike for Hyde, who's also a Republican, but strictly for practical political reasons. Because of that, President Eisenhower tentatively limited Hyde's chairmanship tenure to next April altho Hyde's FCC term doesn't expire until mid-1959. Significantly, Doerfer is the White House's chief political contact at the FCC. Nevertheless, President Eisenhower is

known to have told his top aids that his mind is still open. If he gives ear to a lot of broadcasting industry folk, including many GOP stalwarts, he may yet decide to let Hyde stay on as chairman. A waggish palace guardsman sums it up: "Hyde and Doerfer are nip and tuck."

NEW TV YARDSTICK BY MIDSUMMER? . . .

If the NARTB can swing ad agencies in line, the association's new TV audience yardstick will go into national use by midsummer. The yardstick, recently sho n to network chiefs, is intended to supplement existing network audience surveys. Its object will be to set universal standards to determine day to day where the TV viewers are and what they're viewing. The association is concentrating on selling the idea to network and ad agency brass. So far, the results have been favorable.

Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.

William D. Littleford

Editors

Managers and Divisions E. W. Evans Main Office, Cincinnati

K. Kemper Indoor Division, New York

Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUnbar 6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 West Randolph St.
Maynard L. Reuter
Phone: CEntral 6-8761
Hollywood 28, 6000 Sunset Bivd,
Sam Abbott
Phone: HOllywood 9-5831
St. Louis 1, 390 Arcade Building
Frank B. Joerling
Phone: CHesinut 0443
Washington, 1426 G St., NW.

Washington, 1426 G St., NW. News Bureau, Ben Atlas

Advertising Managers Outdoor-MerchandiseC. J. Latscha, Cincinnati

Indoor Dan Collins, New York

Coin Machine Robert Robbin, Chicago

Circulation Department

Main Advertising and Circulation Offices

2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered

Outdoor-Coin Machine Division, Chicago

M. L. Reuter

Humility Pays Godfrey Grad

(Flash) Gordon may not be another Julius La Rosa, but his waxing of "Humility" for Front Page Records has already jumped his November 30 and January 6.

In any event, Mercury Artists, at \$1,500. Mercury also signed a

Gordon has only the kindest him on an early "Talent Scout" show and will help plug his "Humility" record.

NEW YORK, Nov. 14. - Phil cafe salary from about \$100 when \$7,500 to be earned between

The ironical part is that Gordon got his first showbiz break from Arthur Godfrey in September, 1945 on "GI Showcase," the forerunner to Godfrey's present "Talent Scouts." Since the latter simulcast format hit, Gordon has tried to get on "Talent Scouts" tine is a Godfrey voice.

on the strength of the Gordon disk, has booked the lad into Cafe Society here, starting November 30, for two weeks at \$750 with an additional eight one-week options contract with Gordon that it will get him \$7,500 worth of dates before January 6, 1954.

things to say about Godfrey. He indicated that Godfrey will put

By LEE ZHITO HOLLYWOOD, Nov. 14.—Sev- Tastes have changed consider- KNBH, KTTV, KFI-TV and eral years ago Hal Evry, then a ably in programs, personalities KTSL. Today NBC's KNBH gets

Picture Business

professor at Woodbury College, and stations favored. In the May, started his Tele-Census. He sent thousands of college students on a door-to-door canvas of tele set owners in an effort to determine owners in an effort to determine geles only), with movies coming third. KTTV is next, followed by the control of the votes, CBS' five times. He passed the auditions each time but casting people the first spot, is now down to the did something else but a Godreceived Evry's latest report on still held his own, with Red Skel- formerly holding the second spot, Los Angeles viewers and it ton second and Spade Cooley fast is sixth in popularity. Don Lee's prompted him to dig up some of on Skelton's heels. the earlier studies for the sake of making comparisons. It is in- filmed shows far outdistancing light to the current report on stateresting to note how likes and the live shows. "Dragnet" domidislikes change among the channel tuners.

per cent of persons polled declared their willingness to pay \$1 their home set. A full 32.3 per their televised movies while 4.4 per cent had no opinion. According to Evry's May, 1950, poll results, 59 per cent favored paying their buck for a first-run film on their home set. 39 per cent were against while 7 per cent had no comment.

These results should warm the hearts of Telemeter's backers. If these studies provide a reasonably accurate cross-section of viewer opinion, then Telemeter and the other subscription TV plans may find a ready reception for their pay-as-you-peek TV theories.

viewers' tastes. This reporter just in third. In December, 1951, Berle ABC's KECA-TV, and KLAC-TV,

The current report shows TV nates with 20 per cent polled vot-On one point, viewers of yessecond with 12.3 per cent, and independent station popularity. terday and today seem to agree. Groucho Marx pulling 3.7 per In the current Evry report, 63.3 cent of the votes. "Comedy Hour" and "Toast of the Town" trail with a tie at 3.3 per cent, and such time in the Evry Tele-Census. Of to see a "first quality" picture on high-voltaged live network shows those polled, only 15.7 per cent as "Studio One" and "This Is cent were opposed to paying for Your Life" tie with 2 per cent next year should sets be availof this area's popularity.

> changing station popularity pic- for a 21-inch color set, while only ture in the Los Angeles market. 29.1 per cent would be willing to The network stations, for the pay that much. The rest didn't most part, have climbed to the know. Of those questioned, 54.4 top at the expense of the inde- of those polled are visualizing colspite competition from the net- than 16 inches in size. work stations.

KHJ-TV (formerly KTSL) is in the last slot. An interesting sidetion popularity may possibly ex-plain KTTV's holding its own in the general downward trend of Station is the area's largest single user of TV film fare.

Color TV appears for the first said they would buy a color set able. However, 63 per cent felt It is interesting to compare the \$500 would be too much to spend pendent operations. However, one or tubes in the 20 to 21-inch of the independent stations con- bracket. Only .9 of a per cent tinues to grow in popularity de- would go for a color set tube less

According to Gen. David Sar-According to the May, 1950, re- noff's announcement here last port, Los Angeles stations were week, next year's color sets will rated in the following order of not exceed 14-inch tube size and popularity: KTLA, KLAC-TV, will cost between \$800 and \$1,000.

Review Index

Record Reviews				٠			4			্	3
Classical Review	5										4
Legit Reviews .		8				9	2			3	1
Night Club Revie	W	IS	Ė.			6	3	٥			1
Radio Reviews			Ð	-	9	2					1
TV Reviews											1
TV-Film Review	s			0							1
TV-Film Review Vaudeville Revie	w	s	٩				i		•	1	ī

BROADWAY SHOWLOG

Performances Thru November 14, 1953

	Opening the same
A Girl Can Tell 10-29, '53	20
Cyrano De Bergerac11-11, '53	5
Dial "M" for Murder 10-29, '52	500
End as a Man	- 37
Gently Does 1t	22
Kind Sir11- 4, '53	13
Ladies of the Corridor10-21, '53	29
Late Arrival	30
Late Love	39
My Three Angels 3-11, '53	298
Picnic 2-19, '53	308
Sabrina Fair	4
Take a Giant Step 9-24, '53	60
Tea and Sympathy 9-30, '53	52
Tine Fiftii Season 1-23, '53	349
The Seven-Year Itch11-20, '53	414
The Solid Gold Cadillac 11- 5, '53	12
Teahouse of August Moon 10-15, '53	36
The Trip to Bountiful11- 3, '53	15

MUSICALS

COMING UP

Escapade11-18, '53 Spanish Theater11-19, '53

Legit Line-Up

prexy of the League of New York lead-off unveiling for the Coronet the Fay and Michael Kanin com-Theaters this week after three Theater December 26, with Liam terms. Leland Hayward succeeds O'Brien's "The Family Man." him. Composer starts work im- Practice sessions started this start Tuesday (17) with a Stem mediately on the score for "By week under direction of Alan opening set for January 7, after the Beautiful Sea," musical star- Schneider. Burgess Meredith tryouts in Pittsburgh and Dering Shirley Booth, due in late stars, with Martha Scott, Thomas February. Schwartz takes over Chalmers, Una Merkel, Glenn the stint from Burton Lane. Anders and Michael Wager in According to producers Robert support. Comedy opens in Hart-Fryer and Lawrence Carr, an am- ford December 3 and follows have teamed up to sponsor Bruce icable parting of the ways was with two-week break-in in Philaagreed upon with the latter, when delphia. . . . Producers' Theater Lane discovered that the original synopsis of story line and characterizations had been materially "The Confidential Clerk," new outs last summer. Plans call for ultered by authors Herbert and T. S. Eliot play. Unveiling is a December 21 rehearsal start, Dorothy Fields. . . . Mike Todd, skedded for the first week in Febone of show business' more color- ruary at the Morosco. Ina Claire ful figures, advised this week that and Claude Rains will be cohe is quitting the legit field, even starred, and E. Martin Browne, including association with his who staged the opus in England, successful Jones Beach Stadium will direct. Paul Morrison has venture. Hereafter, he will de- the assignment for the show's vote his time exclusively to pro- three settings. "Clerk" will bring motion of his motion picture pro- back Miss Claire to the Stem for cess, "Todd-AO." He says he will the first time in seven years. return to the legit fold when a Rains was seen locally two years Seven-Year Itch" is standing time comes "that I can produce ago in Kingley's anti-Commie them up at the Fulton has dewithout the anxiety of waiting drama, "Darkness at Noon." up for the notices."

ert W. Dowling,

Arthur Schwartz retired as Theater Corporation, sked their as co-star with Celeste Holm for

Whitehead, Roger L. FOR 'HIS AND HERS' . . .

PRESTON SIGNED Albert Selden and Morton Gott-'cers' lieb have signed Robert Preston scribed money to backers.

edy "His and Hers." Rehearsals troit. Preston will play a press agent turned play scripter. . . . H. Clay Blaney and Cy Metrick Brighton's "Be Quiet, My Love." Latter has re-written the script with a Stem opening in February. . . . Backers of "Picnic" drew down another dividend this week. Latest melon gives them better than 100 per cent return on their investment so far. . . . Strike off "Phfft," which was supposed to arrive in mid-January, from the season's agenda. Author George Axelrod, whose current hit "The them up at the Fulton, has decided that his new script is not up to his previous standard. Producers Courtney Burr and John Byram will return already sub-

R. S. Littleford Jr. . Editor in Chief, New York C. R. Schreiber. Coin Machine Editor, Chicago Herb Dotten Outdoor Editor, Chicago Wm. J. Sachs . Exec. News Editor, Cincinnati Ben Atlas Chief Washington Bureau Lee Zhito West Coast Indoor Editor

DRAMAS

A Girl Can Tell 10-29, '53	20
Cyrano De Bergerac11-11, '53	5
Dial "M" for Murder 10-29, '52	500
End as a Man	- 37
Gently Does 1t	22
Kind Sir11- 4, '53	13
Ladies of the Corridor10-21, '53	29
Late Arrival	30
Late Love	39
My Three Angels 3-11, '53	298
Picnic 2-19, '53	308
Sabrina Fair	4
Take a Giant Step 9-24, '53	60
Tea and Sympathy 9-30, '53	52
Tre Fifti Season 1-23, '53	349
The Seven-Year Itch11-20, '53	414
The Solid Gold Cadillac 11- 5, '53	12
Teahouse of August Moon 10-15, '53	36
The Trip to Bountiful11- 3, '53	1707
11c 11 to aspection 11- 3, 33	15
MUSICALS	

220
51
1,217
196
290
1,869
1,100
581
300

as second class matter June 4, 1897, at Post Office, Cincinnati,
Ohio, under act of
March 3, 1879. Copyright 1953 by The
Billboard Publishing Company, The Billboard, also publishes Tide, the fortnightly
magazine of sales and advertising trends;
one year, \$6.50, and Vend, the monthly
magazine of automatic merchandising; one year, \$4.

Vol. 65

material

Communications to 1564 Broadway, New York 36, N. Y.

NBC'S CRAZY, MIXED-UP RATES TO BE REVISED

NEW YORK, Nov. 16 .-One of the hitherto unrevealed reasons the NBC-TV affiliates called the special two-day session (see other story) which opens in Chicago tomorrow (Tuesday) is that somebody at the network apparently forgot whatever arithmetic he learned in school. A major beef is concerned with the selling plan of the Kate Smith afternoon show, in which seven and one-half minute time segments may be purchased.

The affils point out that both the network and they are being short-changed by every sale that's made on this plan, all because of the aforementioned mathematical mix-up. NBC-TV's quarter-

hour rate is 40 per cent of its hourly rate; under the Smith plan, therefore, advertisers pay 20 per cent of the hourly

However, the web's charge for a five-minute network segment is 25 per cent of the hourly rate. The result is that advertisers buying into the Smith show pay less for their seven and one-half minutes than they would for a fiveminute buy. Station compensation is reduced accordingly.

The Chicago sessions are apt to wind up with the rate for the Smith show raised to be proportionate with the five-minute and 15-minute rates, but the sales plan itself retained.

LA ROSA MAY GET TV SEG

Sponsor Wants Tuesday Slot; Now Up to CBS

ports this week were that Gold La Rosa is on CBS-Radio Mon-Seal Wax has placed a television order for Julius La Rosa in the Tuesday 7:45-8 p.m. time period on CBS-TV. The sponsor, advertising circles say, wants the time days only, beginning January 18. period and will accept another singer if CBS-TV decides against programing La Rosa in it. This would mark La Rosa's first TV series of his own.

Whether the program department of the network will allow La Rosa to be slotted there on TV

FIVE SHORT

ABC Needs 20 Stations For Client

NEW YORK, Nov. 14.-ABC-TV will be scrambling around next week in an effort to line up enough live stations to validate its contract with J-B watchbands for sponsorship of the Joey Adams show, "Back That Fact," on Thursdays, 9-9:30 p.m. The program went on the web a couple of weeks ago as a sustainer, with Jacoby-Bender, Inc. scheduled to pick up the tab beginning next week.

However, the watch band outfit insists that the web come up with 20 live stations before they'll take over the show and to date ABC has only rounded up about 15 live markets. There is also said to be a question about which market the J-B firm wants live and which one it will accept on a delayed telecast basis. The order, calling for a 24-station network in all, was placed thru Lewin-Williams & Saylor, agency venture for the agency and J-B. | Scott paper.

MINNEAPOLIS, Nov. 14.—Re- is not known by the sponsor. days, Wednesdays and Fridays 7:35-7:45, and got his first sponsor this week, Campana, for Mon-

> The prime consideration in the matter would seem to be Arthur Godfrey's feelings about his former protege. There have been reports in New York that La Rosa has apologized for unwittingly becoming a source of embarrassment to Godfrey. And it also may be possible, now that all the furor to be utilized on "Home," the new has died down, that the Godfrey resentment has subsided, too.

However, in the event that Gold Seal doesn't get La Rosa it can use Jane Froman, who is now sponsored by General Electric in the same time period on Thursdays and is sustaining on Tues-days, or it can use Jo Stafford, who is under contract to CBS-TV. The web's programing department might also feel that Miss Stafford has a greater video potential than La Rosa and for that reason refuse to accept the ex-Godfrey

AMF to Quit On 'Omnibus'

NEW YORK, Nov. 14.—"Omnibus" this week received its first cancellation of the season when American Machine and Foundry decided to bow out after the December 13 telecast. The move was made because the advertiser has no more money available for network sponsorship.

Nash Kelvinator last week placed an order for "Omnibus," so that the show will have three sponsors even without AMF. The here. It is the first network TV other two are Greyhound bus and

Mexican Stand-Off for Webs on Client Raids

NEW YORK, Nov. 14.-Indica-| work, but the time clearances are tions this week were that CBS-TV and NBC-TV had failed in their attempts to persuade two of the top blue chip advertisers to switch networks. CBS-TV had days, 9:30-10:30, to pry open a gone after Procter & Gamble's half hour there. strip on NBC-TV, and NBC-TV was making a concerted drive to get an hour and a half of Lever

Lever Brothers is going to an hour with its "Lux Video Theater' have to give up the time or get in January, which means it will another slot. Because of the importance of Philip Morris as an Town" somewhere on CBS-TV. advertiser its wishes will have The sponsor currently has 9-10 to be respected.

10:30-11 p.m. is open on the net- show.

not too numerous. CBS-TV may also be able to move either "Suspense" or "Danger" out of Tues-

But the time period most desired by Lever Brothers seems Brothers' nighttime business
This would mean the Philip
away from CBS-TV.

Morris cigarettes, which has its to be Thursday evenings, 10-10:30. "Playhouse" there, would either

p.m. Thursday evenings on that Lever Brothers would like the the tweeks. He had previously been contiguous hour and a half on weeks. He had previously been CBS-TV has presented Lever Brothers with several alternative half hours which may be available for "Big Town." Saturdays followed by the hour dramatic member of its board of directors,

Weaver, NBC-TV Affils to Thrash Out Sales Formulae

Success Pinned on OK of Smaller Time Periods, A.M. Program Plan

Continued from page 1

and participations.

Wires Cross

been busy on various other proj- in this direction. ects, including color TV, and only in recent weeks again has come to agreed-upon consultation.

The stations are particularly ten into the contract. concerned about the Kate Smith selling plan, which they feel has

segments without previous con- been avoided with prior consultasultation with the stations. The tion. The "Rosa" plan, while oboutlets have been concerned for jectionable in theory, is considsome time about possible network | ered virtually a dead issue for the incursions on their spot business | moment, because it was conceived thru sale of these shorter plugs primarily as a device to get business for this coming Christmas, and time now is too short for any Weaver, in the interim, had important results to be obtained

The stations also feel that, inasmuch as there is nothing in their the fore on the commercial side of affiliation contracts covering these web operations. He, therefore, time patterns, either the patterns was unaware of the General's should be discarded or they promise to the outlets and insti- should be recognized in the contuted his plans without the tracts. The result probably will be that the patterns will be writ-

A.M. Strength

The affils also are certain to tremendous contradictions in it. seize this opportunity to question (See accompanying box.) These, Weaver on his plans to strengthen

tion of plans to sell shorter time the outlets believe, could have the morning TV line-up, althothat issue is considered the subsidiary problem. Weaver doubtless will point to the commercial progress made over the past two weeks; he also will be in a stronger position if he gets word of affirmative action

> strip. At the week-end, Lever had extended this option for the third successive week.

Weaver's unfolding of the sales plan on "Home," which is apt to start after the first of the year in the 12:15-1 p.m. strip, may give rise to some heated discussion over whether the web is further invading the realm of the stations. The plan calls for sale of oneminute participations, and the introduction of a 20-second participation sales plan as well. (See other story this issue.)

by Lever Brothers on their option

on portions of the 11:30-noon

There also is a possibility that the show may run longer than 45 minutes. If this is so, it would go beyond the 1 p.m. network time limit and intrude into station time. How acceptable this would be to the outlets will depend largely upon how they react to the program's sales plan.

In short, the meet is seen winding up with compromises on both sides, culminating in a love-feast at the party being thrown by the network for the stations after the Wednesday sessions.

NBC-TV Plans New 'Home' Sales Set-Up

20-Second Participations, 1-Minute Periods To Be Utilized on Early Afternoon Fem Strip

NEW YORK, Nov. 16.—A new plugs for women's products, sursales plan, calling for availability rounded by editorial and demonof 20-second participations as well stration material of a like nature. as one-minute periods is expected NBC-TV early afternoon strip directed at female viewers.

will be discussed in Chicago tomorrow (Tuesday) and Wednes-Weaver, web topper. There is some question as to how the stations will react to the plan, inasmuch as they have been hyperoutlets feel these cut into their spot sale potential,

Weaver is understood to be readying a plan on "Home" which will follow the same general pat-tern in effect on "Today," the early morning strip, with the addition of the 20-second plugs. "Home," which currently is tabbed to start early in January in the 12:15-1 p.m. slot, will have oneminute spots selling for about \$5,000. The 20-seconders, believed unique in network TV, will be packaged into a "shopping section" of the show and will feature

Gaines Quits;

Mayo-Menkin

May Succeed

NEW YORK, Nov. 14.—James M. Gaines, head of WOR and

WOR-TV, unexpectedly resigned

this week, effective December 31.

He will move to San Antonio, Tex., to take over as general manager of WOAI and WOAI-TV as

vice-president of Southland In-

dustries, Inc., owner of the sta-

eral Teleradio, owner of WOR,

said that Gaines' successor would

be named within two weeks. In-

dustry observers had it that the

leading candidate for the job was

Bob Mayo, sales manager of the stations. Another name promi-

nently mentioned was that of

Lawrence Menkin, program man-

Gaines joined General Tele-

radio this spring and is credited with having originated the widely touted "Double Exposure" plan,

whereby nationally sponsored

film shows are slotted on WOR-

as well as that of Mutual.

ager of WOR-TV.

Tom O'Neil, president of Gen-

Seasonal Business

The entire concept is directed at luring the smaller advertiser into network TV, with a flexible sales The sales pattern for the show pattern aimed also at getting sea-ill be discussed in Chicago to-sonal business. A special package will be offered, including 38 oneday at the NBC-TV affiliates' minute and a like number of 20meeting by Sylvester (Pat) second plugs, for a total price of \$400,000.

For bankrollers buying this full package before the show is airborne or within the first 13 weeks sensitive to Weaver's "Rosa" and on the air, Weaver plans a special other sales devices which call for series of "Charter Clients' Days." sale of brief time segments. Many This would provide each such sponsor with a day on which he will get 10 free minutes of commercials, plus special feature and editorial material slanted toward his product.

The 74 plugs, bought individually, would come to about the same amount as the package, but would not earn the free time. That time may be used in any way, in a lump or split up, within the first 13 weeks of the show. It ings for a message from the board chairman, or may even be used to air a remote from the firm's factory (at the sponsor's line-charge expense, of course), etc.

Talent Unset show is still unset, but should be NBC last November. The pact firmed up within a week or so. Kathy Godfrey now seems un-likely to get the emsee's post, nal hour plays over a five-year (Continued on page 4) | period.

Brewery to Sponsor Play By Sherwood

NEW YORK, Nov. 14.-Miller Brewing Company (High Life) this week signed to sponsor playwright Robert E. Sherwood's first TV play over NBC-TV Tuesday, December 29, from 8 to 9 p.m. The brewery also has an option on the next two Sherwood scripts, with one set for the Easter season and another in early summer.

The first play, a comedy tagged "The Backbone of America," will be aired over more than 151 stations, largest web yet lined up for an hour dramatic show on NBC-TV. The comedy will be staged in Hollywood, and NBC exec. Adrian Samish leaves for the West Coast shortly to begin casting for the may coincide with dealer meet- five major roles. Big names are

> against the high pressure tactics of a group of big city promoters.

Sherwood signed his unprece-Meanwhile, the talent on the dented writer's contract with calls for the three-time Pulitzer

Announcing

The Billboard's 16th Annual RADIO AND TELEVISION PROMOTION COMPETITION

... open to all radio and television stations according to the following divisions and categories:

DIVISIONS

★ Sales Promotion ★ Audience Promotion ★ Merchandising Promotion

> CATEGORIES Television Stations

Radio Stations

- 50,000 watts
- 2. 5,000 to 20,000 watts
- 3. 250 to 1,000 watts
- 1. Markets of 1,000,000 or more population
- 2. Markets of 500,000 to 1,000,000 population
- 3. Markets of under 500,000 population.

THE BILLBOARD DEADLINE FOR ENTRIES: JANUAR

Write today for your Entry Blanks PROMOTION COMPETITION 1564 BROADWAY, N

NFL Decision Puts College Grid TV Ban on Weak Basis

sportscasting. College football's peak. restricted telecasting rules are seen by many to be placed on

of the defunct Liberty Broadcast- erage coming in on two of them. ing System, to the right to air recreated major league baseball games without any restrictions.

The key point affecting the colcasts could be restricted only in areas where other league teams number of games telecast, nor, indeed, any other aspect of TV on collegiate gridcasts fall into this "any other area" category; HOLLYWOOD, Nov. 14. — De- Despite this denial, rumors perby NCAA, the sponsor, and the TV operation here. schools chosen, except for two tion of Judge Grim's ruling. Not Affect Gate

casts, on the ground that these TV. do not affect the gate. Applying this to McLendon, who has a was Hudson's announcement this ficials has gained strong favor. \$12,000,000 damage suit pending week that "a special department President Eisenhower's ad lib against organized baseball, his for publicity and promotion of style is regarded as well suited right to re-create games would transcontinental programs being to this type of simulcast, and the seem upheld. McLendon himself produced on film in Hollywood or White House's broadcast room is declared that "since the major which have their live origination adequately equipped for this kind league baseball monopolists have here" had been created by "ABC exactly the same illegal rules on executives in New York." broadcasting, to the very word, this decision is naturally a precedent for the Liberty case."

expected to affect the current set- tion and program people. This up in the telecasting of pro foot- Hudson denied: ball games, which are getting their most extensive coverage this of personnel at ABC TV Center season by the Du Mont Network, are unjustified. Studies are being with additional coverage of Chi- made of all departments for the cago games from ABC-TV.

to have been perfectly happy to is a procedure that is employed work within the restrictions of the by any organization intent on NFL constitution. Its gridcasts maintaining an adequate funchave been pulling in hefty ratings tional structure."

NEW YORK, Nov. 14-Indus- for its seven sponsors, and at the try leaders here believe that the same time has not blocked highly ings of 24.0 and 26.5, according to National Football League decision satisfactory gates for the teams. the October Nielsen rating. The delphia (see other story), throws widely claimed that the gridcasts of October 4, which, because of the more drastic future actions on TV gate, with attendance at a league against major Sunday evening

On the radio side, the same de- erage. In Buffalo, viewers have At the same time, Commiscision seems to strengthen the even been getting pro football on sioner Bell reported that the first

Du Mont gridcasts pulled rat-The Du Mont coverage has been all its competition except Mr. going into 125 cities. Tom Mc- Peepers, with a 31.1, and Jack

team cities, a fact which he at- season, despite extensive TV cov-

the league cannot restrict the league cannot res pick-ups. The National Collegiate Athletic Association's restrictions

where games are in progress, but vice-president of ABC's Western key employees would be dropped. they do limit the number of division, it comes increasingly games being aired to the one evident that an economy move is larly held for the past two weeks game weekly selected specifically ready for acceleration in the net's between Hudson and other radio

The speculation has been rife effect the economy move. week-ends when four games di- for some time that there would vided time or coverage. This be a tightening of local activities, would seem in direct contradic- it was not until this week that such a program has come sharper into focus. Yesterday five engi-Similarly, the Philadelphia de- neers were taken off the payroll cision upheld the right of com- because of virtual elimination of pletely unrestricted radio broad- morning programing on KECA-

Speculation had it that an undetermined number of publicitypromotion personnel would be Judge Grim's decision is not dropped, as well as other produc-

"Reports of sweeping dismissals maximum of co-ordination and ef-For its part, Du Mont appears ficiency of their functions. This

Conferences have been reguand TV executives, ostensibly to

White House TV

Continued from page 1

grams on a "regular" basis, but the idea of occasional TV-radio broadcasts patterened after President Eisenhower's recent round-Another indication of the trend table chat with some cabinet ofof an arrangement.

NBC-TV Plans

Continued from page 3

which appears to be headed for a male, on the theory that this is what gals at home would prefer. However, Miss Godfrey still may wind up with a slot somewhere in

eying name talent currently airing on other webs and may well go outside the NBC family for the show's emsee.

Decree May Be Key To Sportscasts Ban

a D. of J. spokesman said.

The Justice Department spokescase of Gordon McLendon, head three stations, the Du Mont cov- 42 games of this season pulled man said that the question of 133,853 more fans to the ball whether or not athletes are en-Despite this, McMahon declared, parks than the first 42 games of gaged in interstate commerce is audiences have been big in non- last season. This puts the current no longer considered pertinent to the question of whether sports tributed to the insatiable sports erage, well on the road to beating leagues can restrict broadcasts and lege grid picture was Judge Alan hunger in smaller towns and the last year's record high of 2,149,632 telecasts, in view of a court ruling K. Grim's ruling that NFL tele- paucity of competing attractions. paid customers. in the United States District Court in Philadelphia Thursday (12). Alan K. Grim held that telecasts and broadcasts of pro football direct to the Supreme Court, since games are subject to the antiindustry is engaged in interstate commerce. Earlier in the week lower courts. the Supreme Court handed down a decision saying that professional baseball is not engaged in interstate commerce.

The legal battle between the government and the National Football League will resume the

WASHINGTON, Nov. 14.-The third week in December, when Department of Justice is jubilant both parties will present proposed over a partial victory in a decision judgments based on the court's handed down this week in Phila- On the contrary, it has been San Francisco-Los Angeles game handed down in a Philadelphia opinion. The proposals will guide District Federal Court this week the court in handing down a ruling the doors wide open to new and have actually been promoting the time lag, came into the East in the government's attempt to spelling out the rights of the restrain the National Football league in restricting telecasts and programing, pulled a 26.5, topping League from restricting telecasts broadcasts. In the opinion handed all its competition except Mr. and broadcasts of games. Whether down this week, Judge Grim held or not Justice Department's anti- that the league is entitled to reexceedingly shaky ground by the Mahon, web sports director, Benny, who then had Marilyn trust division will prosecute the strict showing of the games in decision, with the strong possi- pointed out that many non-team Monroe as his guest, with a 30.2. National Collegiate Athletic As- areas where gate receipts are afbility that this is the last year of cities have been carrying telecasts The shows it outpulled included sociation on similar grounds will fected, but not elsewhere. Other such restrictions as they now of two games Sunday afternoons, "Omnibus," "Paul Winchell," Roy await the final outcome in the restraints, said the court, are "un-both Du Mont and ABC-TV cov- Rogers and "Hall of Fame." lation of federal anti-trust laws.

Altho the Supreme Court in its decision Monday (9) held that professional baseball is not engaged in interstate commerce, the door is still open under the Philadelphia decision for federal action to ban blacking out of telecasts and broadcasts of baseball games. Lither party in the football-government dispute will have the The Philadelphia ruling by Judge right to appeal the final decision of the Philadelphia District Court appeals of civil anti-trust suits trust laws, since the TV and radio brought by the government go direct to the Supreme Court from

> Viewed as significant by the Justice Department, which prosecuted the District Court case in Philadelphia, was the fact that Judge Grim's decision carefully restricted the question of radio broadcasts and telecasts. Judge Grim said that "The only restriction alleged in the baseball cases was in the internal operation of professional baseball itself," and he added, "The present case, on the other hand, primarily con-cerns restrictions imposed by the NFL on the sale of radio and television rights. Therefore, the present case basically concerns the league's restraint of interstate commerce in the radio and television industries.'

UHF Org Sets N. Y. Meet to Iron Problems

WASHINGTON, Nov. 14 .- The recently formed Ultra High Frequency Association will stage a general confab of UHF telecasters, network officials and ad agency representatives in New York City FCC Issues within a fortnight, with all signs pointing toward a harmonious meeting of minds on problems besetting the UHF telecasting industry. An air of hopefulness is apparent among top brass of the a result of advance sessions already staged with network and ad agency representatives in New York this week.

It was learned that UHF presi-It's reported that Weaver is meetings in New York, with network spokesmen reportedly hav-UHF stations in VHF dominated

Because of the progress which tion, Channel 2, Miami. is apparently being made by the to affiliate with UHF stations.

TV Grants

WASHINGTON, Nov. 14 .- The Federal Communications Commis-UHF broadcasters' association as sion this week issued four TV grants, bringing total authorizations to 595, of which 461 are postfreeze grants, including 26 noncommercial, educational grants.

Commercial CP's went to Caldent, Lou Poller, and the associa- casieu Broadcasting Company. tion's secretary, Melvin A. Gold-Channel 7, Lake Charles, La.; berg, have completed a round of Maryland Radio Corporation, Channel 17, Cumberland, and Western Massachusetts Broadcasting indicated their readiness to try ing Company, Channel 64, Pittsto iron out the difficulties facing field. This week's educational perr it went to Lindsey Hopkins cities where networks have out- Vocational School of the Dade County Board of Public Instruc-

In an initial decision, an FCC UHF group, it seems likely that hearing examiner decided in favor the Federal Communications Com- of WGAL-TV, applicant for a CP mission may await developments on Channel 8 in Lancaster, Pa., before putting out its findings of a and denied the application of UHF study which the commission Peoples Broadcasting Company has been making for some weeks for the same channel. The exas a result of recurrent complaints aminer, J. D. Bond, rejected Peofrom UHF-ers in network VHF ples' contention that hearings on cities. The VHF association pre- its application had been premaviously complained to the com- turely closed, and said that sufmission that UHF-ers have been ficient time had been allowed but having difficulty getting transmit- the applicant had failed to prove ters and that there has been "ap- itself financially qualified. The parent disinclination" by networks case has been in hearing since last December.

Before you buy any typewriter...



try the new Underwood Electric!

Modern as tomorrow . . . that's the New Underwood Electric, with colorful controlled styling and Finger-Flite Keyboard.

Call your nearest Underwood Representative today for an enlightening no-obligation demonstration. . . You'll be glad you

UNDERWOOD CORPORATION

One Park Avenue

New York 16, N. Y.





MONO DRAMA

Freemantle Takes on WABD Show

NEW YORK, Nov. 14.-Worldwide distribution of "Mono Drama Theater," the single-actor dramatic TV show on WABD here, has been taken over by Freemantle Overseas Radio. A Spanish version of the show went on live in Caracas, Venezuela, this week.

The local future of the show this week was a matter of speculation, however. Its contract for WABD, where it plays across-theboard at 11:15 p.m., half-spon-sored by Roto-Broil, has five more weeks to go. According to rumors, the show might be shifted to WOR-TV in a halfhour version.

Freemantle this week also began syndication of a new transcribed half-hour suspense radio show in Spanish, The show is titled "Los Persecuidos," translated "The Hunted," and stars Arturo de Cordova. It bowed in Mexico City this week, sonsored by Procter & Gamble for Lavasol. Freemantle will distribute it thruout Latin-America and to Spanish language stations in the

Member Drive Set by NARTB

WASHINGTON, Nov. 14.—A drive to garner new members for the National Association of Radio and Television Broadcasters was announced by NARTB this week after the annual meeting of its membership committee in Chicago. Calling on association mem-bers to sell NARTB to broadcasters, Henry B. Clay, of KWKH, Shreveport, La., committee chairman, reported a 15 per cent mem- Milk and General Foods this week network exec said rates are too cities with local radio campaigns. bership increase during the last cancelled a total of 31 stations high in key TV areas, pointing out year and said the committee hopes from an hour and a half of NBC's that a sponsor can pick up eight to top that record in the coming Thursday night line-up.

The Broadcast Advertising Buweek. The committee will announce full details of convention

Completion of the 17 district (8:30-9 p.m.), meetings of NARTB was reported this week from the association's Washington headquarters. Chief allowed to pick and choose their resolution adopted by the districts cities-providing they buy 75 per calls for continued resistance to restrictive sports broadcasting and telecasting.

CAMEL TURNS CAMERA HOG

NEW YORK, Nov. 14. -Camels just won't perform for Coca-Cola. A real live camel, which is a dromedary with two humps, was led onto a recent airing of Coke's "Sense and Nonsense" show on WABD here, and one of the blindfolded contestants. in accordance with the show's format, identified the animal by touch. The stage hands then attempted to remove the camel from the stage, but it refused to budge.

The beast stretched out on stage and relaxed for the duration of the stanza, breaking up the studio audience, panel and emsee Bob Kennedy. It was a full hour after the show went off before the camel could be led away by its handlers.

House Un-American

to the public.

AM KICKS UP ITS HEELS AT COLOR TELE BOGYMAN

Medium Reaching More Ears Than **Ever; Number of Stations Rising**

radio's foreseeable future is un- to such communities as Morning- stabilizer. clouded by the ballyhoo over side, Md., and Alexandria, La. color TV, according to informed own-it is reaching more listeners batch of approved sales at the than ever before and the number of standard broadcast stations is still on the rise. On the basis of a pile-up of applications at the Fodoral Communications Federal Communications Com- ville Citizens-Time for \$2,286,775. mission and a backlog of stillunused construction permits, a hefty pace, according to there will be no immediate let-up the Radio-Electronics-Televisión in the demand for AM outlets.

the radio and television industry, Indicative of this week's robust | Advertising rate cuts on radio

AM prospectors are still finding

Manufacturers' Association, and With nearly 2,500 AM stations signs are favorable for next year. now beaming to at least 115 mil- Retail sales of radio sets the first lion sets across the nation, the nine months this year were well Group's L. A. Probe last year has seen a hundred new ahead of the same period for last

it was announced yesterday (13). health, this week's activity at the haven't put a serious dent in The hearing will not be open FCC included the granting of radio's gross revenue. The growseven bids for new stations rang- ing volume of stations and re-

WASHINGTON, Nov. 14.-AM ing from cities such as Nashville ceivers appears to be a major

With radio manufacturers boasting an average of two and a government and industry opinion here. Despite headlines already presaging the color TV era, AM areas. Also there is a steady pace this year will pass 12,000,000, conradio is more than holding its of station transfers, this week's tinuing an upward trend started in 1950, which is underlined by booming sales of auto sets. In the first nine months of this year four out of every 10 radios manufactured were auto sets. Obvious rea-Radio sets have been selling at the fact that it fills a public demand untouched by television. But the same demand exists in the home, too, according to RETMA, which pooh-poohs suggestions that AM may "disappear" with TV's popularity. Basis of the continued demand for AM WASHINGTON, Nov. 14.—A
House Un-American Activities subcommittee has tentatively scheduled a hearing November scheduled a hearing November 23 in Los Angeles to gather testimony from several witnesses from the radio and television industry.

Indicative of this week's reduct to the same period for last year; box score was 4,526,186 year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to the same period for last year; box score was 4,526,186 other hundred have been granted to hundred have been granted to hundred have year; box score was 4,526,186 other hundred have year; box score centrate on developing listening habits which, the National Asso-ciation of Radio and Television Broadcasters is stressing, are easy habits to continue when radio goes everywhere, even on summer vacations, avoiding the "summer hiatus" that plagues television. Future possibilities in radio's ability to go everywhere hinge around development of miniscule sets using transistors instead of bulky tubes.

SPONSORS QUIT KEY AREAS

Trend Seen in New Cancellations On NBC; Has Bright Side, Tho

ing a trend which sees network major video markets. radio advertisers dropping AM stations in key TV markets, Pet advanced for the situation. One a per-dollar basis in major TV

Pet Milk dropped 14 marketsreau will handle the radio sales including New York, Washington and sales promotion parts of next and Chicago—on "Truth or Con-year's NARTB convention, accord-sequences" (9-9:30 p.m.), effective ing to the convention committee, Thursday (12). General Foods which also met in Chicago this dropped 17 markets - including New York, Cleveland and Washington—on "Roy Rogers" (8-8:30 p.m.) and "Father Knows Best"

> NBC radio sponsors have been cent of the value of the network -since 1951. However, this is the first time that advertisers have

NEW YORK, Nov. 14.-Indicat- staged such an exodus from the growing strength of local radio is

hinterland stations for the price of one outlet in New York. Another station man opined that the

Blueprint Day Strip for RQ

NEW YORK, Nov. 14. - The programing department of CBS-TV is working on a daytime strip idea for Robert Q. Lewis. No details are available as to the type program it will be but the show is ticketed for the 4-4:30 acrossthe-board slot on the web.

Lewis, as yet, hasn't signed his new contract with the network, but the entertainer and CBS-TV have ironed out the main details.

Of NARTB TV Code Holiday Sponsors Signing Up for Web Time on CBS

NEW YORK, Nov. 14. - The end holiday time periods.

hour segments on both Thanksgiving and Christmas Day, Sealtest will program its "Big Top" Christmas Day, in the 3-4 p.m. slot. Amoco has purchased 3-4 p.m. Sunday January 3 for "Year of Crisis"-which will also be presented on CBS-Radio that day for Amoco, but in the 10-11 p.m.

time period. Longines placed an order for hour segments both on Thanksgiving and on Christmas Day, but the network was unable to deliver because it did not wish to pre-

advisors before accepted. . . . crackdown.)

The report added that among the most carefully screened commercials are those involving givetions; station policies, Chamber aways, prizes or free merchanof Commerce recommendations dise; ads for home freezers plans; and legal advice are used as guide-posts in the screening process," as women drinking beer or de-the report said. "If the integrity oderant pitches, and that nearly of an advertiser is questioned the every participating station re-Better Business Bureau is often ported it had revised "many comconsulted. One station reported mercials to comply with the time

responsible; he said that advertis-Several explanations have been ers find they get better results on

The Bright Side

In line with this, it's more interesting to note that the situation has a bright side for the network's flagship stations, since it makes Class A time available for local sale, which means more money than the network deals. WNBC here already has scheduled a live music and records program, "Kay's Corner," in the new Thursday night vacancy from 8-9:30 p.m.

The 90-minute show, which starts Monday (19), is being peddled in half-hour segments, with Coca-Cola signed for the midperiod, 8:30-9 p.m. Since surveys show that most housewives do their weekly marketing on Fridays, WNBC general manager Ham Shea hopes to line up two more food product advertisers for the remaining time periods. The show features ex-"Hit Parade" singer Kay Armen and comedian Louis Nye.

Earlier this season R. J. Rey-Eastern stations from its NBC radio line-up for "Grand Ole Opry." However, the tobacco company has always used its Eastern out-Albert. Therefore, the cancellaother products.

England Okays Sponsored TV

LONDON, Nov. 14 .- The twoyear fight for commercial TV here reached a climax yesterday (Friday) when the Conservative government announced plans for a limited sponsorship system, to start next year.

The plan announced in a government White Paper, calls for establishment of a new TV system, parallel with and competitive to the present noncommercial BBC. The limited sponsorship plan provides only for sale of spots, totaling no more than four or five minutes per hour. Advertisers will have no voice in program material.

'Small' Role To McMurray

NEW YORK, Nov. 14. - Fred McMurray this week was close to being pacted by CBS-Radio to star in its new series, "Big Joe Small." The part had been mentioned for Broderick Crawford, but the deal did not work out. nolds dropped a sizable group of Hank Garson is writing the situation-comedy about the home life of a detective.

NEW YORK, Nov. 14.-Kaiserlets for other products, reserving Frazer not only has renewed CBS radio and TV webs this week the South and Southwest regions Lowell Thomas on CBS-Radio, received several orders for year- for its main plug item, Prince but has given the web a firm 52week order which runs until late On CBS-TV, Longines bought tions merely mean that Reynolds October, 1954. The show is on decided to eliminate radio on the 6:45-7 p.m. across the board. William Weintraub is the agency.

Channel 12

WASHINGTON, Nov. 14.—Re-certainty, the board indicated, re-porting "progress" toward indus-vealing that a steady volume of try-wide conformity with the TV code, the National Association of changes and reporting ways in Radio and Television Broadcastinto more effective operation.

Report Acceptance

ers' Television Code Review Board in its first annual report this week voiced hope that the been one of the most difficult code "can become an even more tasks to face the Television Code effective document in the years

for Sale or Rent •••• 2-STORY BLDG.

> Formerly a Riding Academy At 316 E. 91st Street

2nd Floor-Arena-50 x 100 No posts, over 20 ft. ceiling. TV, radio, photography or scenery will find the building adapted to their needs.

LOUIS CARREAU, Inc. 350 Madison Ave., N. Y. 17 MU 2-4510



mail has poured in suggesting which the code itself has come

"Implementation of the code has Review Board because of the ahead" and vowed to exert all efforts toward that end. Amendmends to the code will be a language," the board stated. "But this has been overcome to a great extent and progress has been continuing as networks and stations move toward conformity in understanding and interpretation."

John E. Fetzer, WKZO-TV,

Kalamazoo, Mich., chairman of the board, has been spending a third of his time visiting code subscribers, 188 of them, as well as nonsubscriber stations "and regularly checking in at the different empt daytime sponsors. Amoco, network headquarters both in thus took its late evening hour on New York and Hollywood," the CBS-Radio. report stated. The report went on to point out that stations have been showing care in examining material before going on the air in order to avoid codal trans-

gressions.

"The NARTB code, Better Business Bureau, Federal Trade Commission and Federal Communications Commission regulathat medical products and copy requirements" of the code.

theme are cleared thru medical (See Washington Once-Over and separate story on bait-advertising

the people SEE

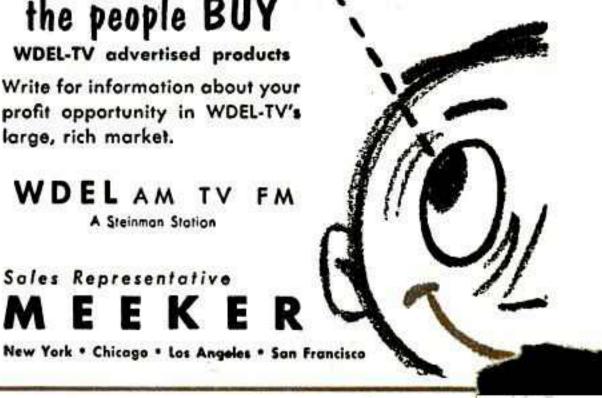
Wilmington, Delaware

the people BUY

Write for information about your profit opportunity in WDEL-TV's large, rich market.

WDEL AM TV FM A Steinman Station

Sales Representative



Distribution, Sales & Marketing

Distribs Give Overlap UHF Outlets Combined Film Buys

Stations, Via Pick-Ups, Offer Bargain Rates for Sponsors in 2 Markets

edental deal this week seemed to pave the way for TV stations in overlapping markets to band together for purposes of making combined TV film purchases at beneficial rates, and simultaneously to sell time jointly to advertisers, via "satellite" opera-tions. The potentials involved are of particular interest to UHF broadcasters who must compete with more solidly entrenched VHF competitions.

The deal which sets the pace involved two UHF outlets in Maine, both of which are owned by Frank Hoy. WPMT-TV, Portland, has been on the air since August 30; WLAM-TV, Lewiston, starts transmitting its test pattern on Mondy (16) and begins airing shows on Thanksgiving Day. In anticipation of the arrival of a new VHF station, WCSH-TV, in Portland on December 20, with a signal which will also cover Lewiston, 30 air miles distant, the two Hoy UHF outlets have set up a unique plan for joint airing of shows, live as well as film.

The plan calls for the Lewiston outlet to pick up directly off the air shows aired by Hoy's Portland station, as a "satellite" of the latter, without recourse either to cable or relay systems. This will be done whenever the same sponsor wishes to utilize both markets. sor wishes to utilize both markets. In other cases, each station will Plymouth Near be operated separately.

Bargain Rate

outlets, a highly attractive combination rate card has been set up. An hour of Class A time on only the Portland UHF station costs \$200. An hour on the Lewiston outlet will cost \$150. Howton outlet will cost \$150. However, a bankroller using both stations in combination will pay only \$225 per hour. This compares with the new VHF's reported starting rate of \$250 an

The TV film aspects of the deal are that the Hoy interests already \$31,500 each week for talent and have completed arrangements was sold from a pilot film fiwith four leading film distribu- nanced by the network. The time tors, whereby the stations may now is held by Ezio Pinza's live buy film in combination at prices roughly proportionate to the Lady Esther and Philip Morris. above rate card set-up. As a result, they will be in a position to make film sales in concert on the same basis as they do for locallyoriginated or network live stanzas.

are NBC Film Division, Motion Pictures for Television, Guild Films and Official Films. The UHF outlets already have made combination sales for such NBC film properties as "Victory at Sea" and "Badge 714," both of which currently are airing in Portland, and have just set deals with the NBC Film Division for "Dangerous Assignment," "Doug-las Fairbanks Presents," "The Visitor" and the hour-long "Hopalong Cassidy" series.

In the Works

"Assignment" and the Fairbanks series already have been sold for combined airing via the two stations, while "The Visitor" and Hoppy both are optioned for similar prospective airing. Negotiations are not yet complete with Guild (for the Liberace series) or Official (for the Boris Karloff the remaining 34 in the current series), but the combination premise has been accepted. The MPTV deal, already set, is for that firm's from Jobasic library of feature and West- Langan. ern films.

The feeling now is that other UHF stations, not under joint ownership but which are in overlapping markets, may well set up similar arrangements in their struggle to compete with VHF stations. They may band together on rates for combined time sales, and may also join forces on film

The agreements with the film companies call for only a single print being supplied when the

NEW YORK, Nov. 14.-A prec- | plied and each station is billed | separately at the full rate.

VHF Entry

The new VHF station entering the Portland market will assume the NBC-TV network affiliation currently held by Hoy's WPMT-TV. The latter will continue its ABC, CBS and Du Mont ties.

Interestingly, it is the NBC Film Division's assenting to the deal which will assist the UHF outlet in its battle against the NBC web's new affiliate. WPMT-TV now is using only about three hours weekly of NBC-fed shows, and station manager, George Cur-tis, told The Billboard that with NBC planning to pull its shows off the station on December 18, he has decided to move them out as of December 1.

Hoy plans to give all advertis-ers on his Portland station first refusal on the identical time on the Lewiston outlet. He already has discussed the plan with the three webs with which his stations will be primary affiliates, and they agreed to sign affiliation agreements whereby each outlet will serve individually as a local outlet, but may also be used in combination by network sponsors

who so desire.

To encourage joint use of both utlets, a highly attractive com-

NEW YORK, Nov. 14. - Plymouth Motors this week was close to buying a new vidfilm situation comedy starring Mickey Rooney for the Saturday, 8-8:30 p.m., on NBC-TV. The show will cost "Bonino" series, just axed by

Plymouth will go with Rooney because it believes that it will be following in the footsteps of the video success pattern established by DeSoto, another branch of the The four distributors involved Chrysler family, whose Groucho Marx sponsorship has won acclaim from its dealers.

Not only does Groucho get good | have been converted to date. ratings, but he goes out as a The Hoy pick-up plan is, of super-salesman to sales conven- course, an extension of the relay

Film Problem

Negotiations with the TV film

The VHF station, WCSH-TV, will beam a signal which is expected to blanket Lewiston and Portland, giving rise to the Hoy interests' necessity for drastic action. They considered the possibility of hyping up their Portland UHF station's antenna, to give virtually the same coverage as their new VHF rival. But this plan was dropped in favor of separate stations with combined operations. The two UHF stations, together, cover 60 per cent of Maine's total population.

Curtis says the reasoning is that local community TV outlets, he feels, will do a better job than a single, more powerful regional station. This is based, he said, upon experiences in AM, whereby residents of Lewiston have shown they prefer their own local stations to network affiliates in Portland. The same, he feels, will be true in TV.

Film Division property, "Weekly News Review," lander" station.

Of course, the UHF vs. VHF situation in the Portland market is not typical of that thruout the country. This, in fact, emphasizes the likelihood that more combinations of this type may be expected in less lucrative UHF markets, possibly extending to three or more stations where their signals overlap. In Portland, WPMT-TV was in the black from the day it went on the air, and virtually all of the 17,000 sets in the market first national sales meeting of

distributors were slightly more complex, for this broached a totally new problem in sales procedure. After extended talks, the final formula is one which the station management regards as highly favorable on the combination basis, with both outlets getting series at about the same price that the new Portland VHF station alone will pay.

Already, according to Curtis, there is some indication that this is proving true. Another NBC bankrolled on the Portland UHF station by Sealy Mattresses. But with the near arrival of the VHF outlet, the sponsor was planning to switch over. However, the matter now is up for reconsideration, not only on the basis of the combination UHF rate, but because local Sealy dealers in Lewiston have urged the bankroller to utilize the local outlet for best results in that town, rather than the "out-

(Continued on page 10)

tions, which creates a great deal operation recently inaugurated by of good will and sales drive. 5-Min. Segs Seen Open Door to Availabilities

NEW YORK, Nov. 14.—After shifted production of its five-minute "Capsule Mysteries" show to Montreal, where Frontier Films, Ltd. has begun shooting series. At the same time, the

Frontier Films was formed in May, 1952, and uses a large studio built a short time previously by a church group for the production of religious films—a project that never panned out. Since its inception, Frontier has made two French language feature films for Canadian distribution, as well as documentaries, industrials and commercials. "Capsule Mysteries" is its first TV film program.

being supplied when the act in combination. If five-minute show, spot advertises sponsors each buy ers will be able to break thru the hally on the two out- frequently tightening availability , two prints are sup- situation.

Altho station reps have not shooting five segments in Holly- been peddling such segments in wood, Charles Michelson, Inc. has great quantities up to now, he said, five-minute slots will turn up in abundance when the orders are placed. He cited two major markets in which, because of supply and demand, the cost of oneminute spots is actually greater show's leading man was changed than that of five-minute periods. from John Ridgely to Glenn He also mentioned that fivethan that of five-minute periods. minute shows create added openings in which stations can sell

Michelson will have 39 of the shows in the can by December 15, at which time he will begin his sales drive. His agreement with Frontier calls for sinking back revenue from the first series for further production. Ultimately he plans to have 156 segments.

"Capsule Mysteries" is being written and directed by Gilbert Braun, among whose credits is "The Plainclothesman" on Du Mont. Photography is by Osmond Borradaile, whose pictures include "Louisiana Story," "Four Feathers" and "Elephant Boy."

program packagers. MONEY-SAVING SUBSCRIPTION ORDER Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20. ☐ Bill me ☐ Payment enclosed

Occupation or Title.

Company.

Address.

Billboard TV FILM SECTION

MOST COMPLETE BUSINESS PAPER COVERAGE OF TV FILM PEOPLE, PRODUCTS AND SERVICES

plus, rotated weekly,

FEATURE TREATMENT OF THE FOUR MAIN ELEMENTS OF THE TV FILM INDUSTRY:



NETWORK & STATION BUYING & PROGRAMING ADVERTISER & AGENCY FILM BUYING TV FILM PRODUCTION

DISTRIBUTION SALES & MARKETING

CBS-TV Evolves Film Sales Pattern

NEW YORK, Nov. 14.—CBS-TV | this sale for 26 more pictures in Film Sales this week evolved a the same series. new pattern for combining local and national spot sponsorship of instead of an alternate week the same film series.

The syndication firm, which has quality in the series, because more sold "Annie Oakley" to Canada money will be available for pro-Dry in 50 markets (expected to be duction from both sponsorship raised to 80) on an alternate week sources combined, and they will basis, now is selling 26 new epi-sodes of the same show to local because they have a weekly show advertisers for alternate week to offer stations. sponsorship. It already has made 12 sales of the series to local stations for their clients.

The pattern is significant for its beneficial impact on all concerned: film producers, national for CBS-TV Film Sales. and local sponsors and vidfilm distribution companies. Once the series is sold on an alternate week basis to national spot advertisers, producers will be able to reinvest MPTV Names the money coming to them from

Clark Leaves

WPIX for Pic

Post at ABC

geles the first of the year.

NEW YORK, Nov. 14.-William

L. Clark, assistant sales manager

of WPIX, moves over to ABC

Film Syndication as Western

manager with offices in Los An-

nounced Wednesday (11) at the

ABC's new film division. The

web's film chief, veepee George Shupert, presided over the all-

day affair, which was also at-tended by top ABC brass and

film syndication department staff-

Sales policy, distribution and promotion on "Racket Squad" and

"The Playhouse" were outlined by

Shupert, ABC prexy Robert E.

Kintner, the syndication's na-

tional sales manager Don Kear-

ney, traffic manager Joseph Greene, and Lee Francis, of the

Prior to his WPIX stint, Clark

was a member of the ABC-TV

network sales staff from 1951 to

1952. He also served with Du

Mont network sales and was asso-

sales promotion department.

The appointment was an-

New Salesmen

NEW YORK, Nov. 14. — The film division of Motion Pictures for Television this week added four new salesmen to its staff, bringing the force to a total of 17

Stations will get a weekly show

Canada Dry has made a firm

deal for a year. Flying A Produc-

tions is producing "Annie Oak-ley," which stars Gail Davis. Fred Mahlstedt is director of operations

show. Sponsors will get better

Added to its Midwestern branch, under Dick Feiner, are Alexander Chesley and Arthur Levenson. Moving into Dallas operation is Robert Feiner, and joining its West Coast division is Dalton Dannon.

In the near future another salesman will join the Coast branch. The appointments were made by E. H. Ezzes, veepee and general manager of MPTV's film division.

Pittsburgh Branch Opened by United

HOLLYWOOD, Nov. 14 .-United Television Programs, Inc., has opened a branch office in Pittsburgh, according to Wynn Nathan, national sales head of UTP. The new branch will be the first major TV distribution office to open in that city, he said.

Gene Adam, formerly one of the head account executives of ciated with Teen-Timers, Inc., WDTV, has been appointed by Nathan as manager.

Zone.

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

State.

957

'CISCO' RIDES AGAIN

Dusting Off Six Old Pix for Theater Use

HOLLYWOOD, Nov. 14.—Six for Phil Krasne, who originally theatrical "Cisco Kid" pictures produced them. Joyce and Gross starring Duncan Renaldo will soon be re-released to U. S. theaters because of the growing popularity of the telefilm "Cisco Kid" series and its star who also perfes pearances by Renaldo. same role in the feature-length versions.

The theatrical vehicles will be released by Al Joyce and Mickey Gross from their newly formed partnership of J&G Enterprises

39 HOURS

Production on Pearson Seg To Be Rapid

NEW YORK, Nov. 14. — A unique high-speed method of production and processing the new Drew Pearson "Washington Merry-Go-Round" vidfilm series has been devised in order to get it into the hands of stations as rapidly as possible.

It will take 39 hours from the time of shooting on Wednesday mornings of each week to the time of air expressing midnight Thursday. Consequently, fin-ished prints will be at many stations Friday mornings, and practically all will be in by Saturday for week-end presentation, unless the weather intervenes.

The news show, which will be filmed in Washington, will be much more than a newsreel. Two cameras will be used with 100 per cent lighting and ambitious pro- of video films. "Lone Wolf" then their commercials. sonalities will be presented occasionally, but the show will concentrate on giving video viewers exclusives in the manner of Pearson's nationally syndicated column. However, there will be no overlapping in the exclusives in his column and those presented on his vidfilm series.

260 Sponsors Pearson's radio show, which is nearly 20 years old, has 260 sponsors via transcriptions. His film series will nevertheless be sold to advertisers on a first-comefirst-serve basis. It is intended in the future, once the program has been shaken down, possibly to create some sort of exclusive local newsbeats for local viewers; for example, stories on New York politics or on California political

This, however, will have to be worked out with local stations in those areas which are interested in such additional features. Local sponsors also will be able to do take-offs on Pearson's exclusives by tying in their opinions of his hot news reports. The program will be a Motion Pictures for

Television release.

SCTP Rolling On 'Outlaws'

HOLLYWOOD, Nov. 14 .- Production started this week of the first in the initial series of 52 telefilmed features, "Outlaws of the Century," by Studio City Television Productions, Inc. Jim Davis stars in the first episode, "Billy the Kid," which, like others in the series, is being produced at Republic Studios by Edward J. White and directed by William Witney.

Davis recently completed a starring role in Republic's "The Fortune Hunter." In "Billy the Kid" he will portray a railroad detective.

Roach Awards GFL **Processing Pact**

HOLLYWOOD, Nov. 14 .- General Film Laboratories has signed a contract with Hal Roach for the processing of all feature and TV in point of work volume.

will handle the booking, promotion and exploitation of the films, which will include personal ap-

Joyce and Gross recently went into partnership for exploitation, publicity, public relations and personal management. With offices in the California Studios, the duo currently handles Rex Allen, Republic Pictures and Decca recording star, Gross-Krasne, Inc., of which Phil Krasne is a partner; California Studios, United Television Programs, Inc., "Superman" telefilmed series, "Omnibus" TV film series, Louis Hayward in the "Lone Wolf" telefilmed series and the "O. Henry Television Playhouse."

This week the partners added Lois Collier to their list of clients. Miss Collier portrays the role of Mary in the "Boston Blackie" telefilmed series. Also associated with Joyce and Gross are Steve Swartz as a publicist and Josephine Joyce, secretary.

ON TV PROWL

Hayward 'Lone Wolf' First On Location

HOLLYWOOD, Nov. 14 .- When the Louis Hayward starring telefilmed series, "Lone Wolf," starts, rolling Wednesday (18) on location at Las Vegas it will signal another "first" in the production duction techniques. Interviews will become the first domestic telewith important Washington per- filmed dramatic series that will are for future reference only, and consistently be shot on location.

first be shot at the Sands Hotel. A crew of 28 will be taken to the desert resort by Director Bernard Girard. In other episodes in the detective series, scenes will be shot in San Francisco, New Orleans, Mexico City and some of

the European capitals.
The female lead was to have been selected this week. The selection has been narrowed down to two actresses. Meanwhile, Gross-Krasne made the following assignments-Dick Dixon as assistant director; Louis Germonprez, first assistant director; Ben Pivar, production supervisor, and Fred Gately, A.S.C., director of photography.

Abel to Host Doug' Re-Runs

NEW YORK, Nov. 14.-Negotiations are nearly concluded for Walter Abel to act as host on the former "Douglas Fairbanks Jr. Presents" film series. The program, which is now going into rerun, will cut out the segments which presented Fairbanks as host. NBC Film division is syndicating.

Now in production for Rhein- film commercial division. gold is new group of vidfilms in the series, which, of course, will use Fairbanks as host. The commercials for Rheingold by the greatly.

HISTORY 'MADE' BY WXYZ-TV

DETROIT, Nov. 14. - The gags about recurrent movies on television are evidently making an impression on the industry itself. This week Bob Baldriga, public relations chief for WXYZ-TV, put out a release claiming "another first in the televison industry here," in connection with the showing of "Last Barricade." Reason, according to the gag release: "This movie has never before been shown on TV in the Detroit area. History has been made!"

Test Color Pix To Be Shot in N. Y. by Sharpe

Plans Experiments While Filming Boyer 'Four Star' Series

NEW YORK, Nov. 14. - Don Sharpe, producer of the "Four Star Playhouse" TV film series, plans to run color film tests, while in New York to produce a group of Charles Boyer episodes for "Playhouse."

Altho the Boyer black and white series is usually produced in Hollywood, Boyer's appearance in the legit show "Kind Sir" necessitates moving production on his films here for the run of the play. Thus, rather than keep the TV film studios dark on Wednesday, matinee day, Sharpe will utilize the time to experiment with the use of color for dramatic TV film shows. He will also make the studio available to sponsors who wish to run color tests on

However, Sharpe says the tests are for future reference only, and Investors in that he will continue to film The Gross-Krasne series will "Playhouse" in black and white until the do's and don'ts of TV color film are more clearly defined. The additional costs of filming a show in color today, he said, would make the price prohibitive for national sponsorship.

Roy and Dale Wind Up Gen. Foods Pix

HOLLYWOOD, Nov. 14 .- The final 10 telefilms recently shot as part of the 66 which the Post cereals division of General Foods will sponsor thru the 1954-'55 season over NBC-TV are currently being edited and scored by Roy Rogers Productions. When the 66 films are wrapped up, Rogers and Dale Evans will embark on a European trip in February, taking their variety stageshow on tour of the British Isles.

Commercial Film Dept. for Desilu

HOLLYWOOD, Nov. 14.-Formation of a commercial filming department by Desilu Productions, Inc., was completed this week with the signing of Richard S. Mulford as manager of the TV

Mulford assumes his duties, reporting to Martin N. Leed, Desilu executive vice-president, after having been manager of the radioactor have pleased the sponsor TV department at Russel M. Seeds Advertising Agency, Chicago.

'Nightbeat' Offers Flexible Blueprint

Sharpe Series to Have 3 Sponsors, 3 Stars, Maximum Sponsor Identification

cent trend toward split-sponsor- starring Lovejoy and Carey. ship deals in TV has inspired producer-agent Don Sharpe to devise a new ultra-flexible production blueprint for his new TV film se-ries, "Nightbeat." The plan is designed to offer maximum sponsor identification for three different sponsors.

It is also set up in such a way that at the conclusion of the series' national run, Sharpe will also be able to cut the 39-week show up into three separate TV film packages for syndication, each series built around a different movie name hero and background.

"Nightbeat" was originally written around the nocturnal adventures of a New York newspaper reporter, played by Frank Lovejoy. Under the new "module-units" plan, however, the series will feature three "Nightbeat" reporters and three

scribe, and Lovejoy continuing as link. the Manhattan lead.

Production on the series will tart in January, and each of the hree newspaper heroes will be Set for January start in January, and each of the three newspaper heroes will be filmed against his own city background. The episodes will be linked together by a national news-story plot gimmick, but none of the three reporters will ever meet, thereby making it possible for every third show to spotlight one of them. Scripts will be written in such a way, that when lifted out of context, the 13 Regan films will form a story line of their own the same being true of

Snader Group Get \$70,000

NEW YORK, Nov. 14.-Two groups of investors in Snader Telescriptions this week received approximately \$70,000 as their share of the cash in hand remaining from the payment made by Ben Frye for the musical shorts.

This will mean that total repayment of principal to Bisno-Snader-Markovitch investors will now be 36 per cent; Bisno Telescription Sales investors will have recouped 18 per cent of their principal.

There has been no success so far, however, in finding prospective purchasers of the stock or assets to the sales company. The awards were made by Samuel Rosenbaum, the arbitrator.

Army Gets 6 Mil Feet of NBC Kine

NEW YORK, Nov. 14. - NBC has provided the Armed Forces Film Recordings Selection Group with 5,734 kine prints of its major network video shows amounting to over 6,000,000 feet of film. Among the shows, with the commercials cut out, are the "Colgate Comedy Hour," the "Dinah Shore Show," "Your Hit Parade," and 'Your Show of Shows."

The kines are distributed by the NBC Film Division.

NEW YORK, Nov. 14.—The re- | the other two 13-episode packages

The advantage to a sponsor is obvious in that, unlike most split-sponsorship deals, advertisers on "Nightbeat" will be offered exclusive identification rights on one of the three stars, including special personal-plug film spots if desired. Sharpe also expects the new plan to improve the quality of the production as a whole, pointing out that it's easier to get better-grade films when production chores are divided be-tween three different companies, rather than becoming the weekly responsibility of one outfit.

The multi-star policy has been used on TV dramatic series which feature different plays each week. In fact Sharpe's own film series, "Four Star Playhouse," revolves around such a system, with Charles Boyer starring one week, Dick Powell the next, David Niven the third, and a special guest different locales, with Ronald Re-gan playing a Hollywood news-paper man, MacDonald Carey tentatively set as a Chicago tentatively set as a Chicago

On Ford Pix at Screen Gem's

HOLLYWOOD, Nov. 14. - A total of 10 film writers are currently at work for three producers at Screen Gems on forthcoming "Ford Theater" telefilms, setting a ecord for the Columbia Pictures TV subsidiary. The employment of the scripters is a reversal of the present unemployment situation for writers at major studios.

Producers, scribes and teleplays include: Irving Starr-Emmet Lavery, "Strange Case of Martin Crawford"; Cyril Hume, "Shadow of Truth"; Karen De Wolf, an untitled teleplay; Lou Breslow, "Marriageable Male"; Mary Mc-Call Jr., "Taming of the Shrewd," and John and Gwen Bagni, "No Daughter of Mine."

Michael Kraike is preparing "Sister Veronica" with writer Frederick Hazlitt Brennan. Fred Briskin, Gems' production executive, has writers Berne Giler and Dorothy Cooper, respectively, working on "The Wedding of Kitty O'Dare" and "Magic Sentence."

Zasu Pitts Signed For Sovereign 'Aunt'

HOLLYWOOD, Nov. 14.-Veteran actress Zasu Pitts this week was signed by Sovereign Productions to star in "Oh, My Aunt," which goes into production immediately as a videofilm for the "General Electric Theater" series. She was signed by Stuart Reynolds, Sovereign prexy and executive producer.

"Oh, My Aunt" is a mystery comedy-drama written by Robert Riley Crutcher. Sets are currently being constructed in preparation for the film, with Jean Yarborough directing and Bill Sistrom producing. Edward Gray and Rudolph Monter are in charge of production.

Also set for filming this month on the Sovereign schedule are "Wild Luke's Boy," starring Alan Young, and "To Lift a Feather," suspense drama by Rose Cohn, both for the same series.

New Board Named By Broidy Owners

HOLLYWOOD, No., 14. - The new board of directors of William F. Broidy Productions, Inc., motion picture theater and TV film producing organization, has as-sumed its duties following elechas not yet made installations on tions held here this week during the annual stockholders' meeting.

Elected to the board are William manager, Alton Brody, thus ice to subscribing stations. Whenplaces the laboratory among the ever it is, INS does not expect it only fax service that transmits on top three processing plants here will cost stations much more if special lines. United Press, which has made six additional sales to Wesley E. Barry, John Martin and Al Wood, chairman.

Copyrighted material .

INS Develops Sound Transmission On Its Television Facsimile Service

NEW YORK, Nov. 14. - The International News Service has been quietly experimenting with sound transmission on its facsimile service to TV stations. This new "sound on fax" development, as it is being called, met with enthusiastic reception at the Radio-TV News Directors convention in Washington, where it was demonfilms which the veteran producer strated last week. But at the mowill make during 1954. Closing of ment, INS does not know when it the deal, made by General's sales will be able to begin sound servment. INS does not know when it

"Sound on fax" will entail tape | this week, is using its regular recording of interviews, description or any other pertinent aural matter at the time the photos are taken of the news event.

The sound will then be transmitted over the fax wires immediately after the pictures to which it relates. The stations will tape record the sound at its end and play it back over the frame of the appropriate pictures.

Special Lines

INS claims that its "sound on completed its first fax installation date.

news photo lines. Associated Press is reported to have taken orders for its fax service which, it is understood, would also be by compatible transmission.

A spokesman for AP said this week that its fax program is still strictly in the talk stage but the rumor is that the only reason AP its orders is lack of equipment.

International News Facsimile

Local Ratings Prove Best Sponsor Value

By HALSEY V. BARRETT Eastern Sales Manager, Consolidated Television Sales

It seems to me that we are fast reaching the point where the "national rating" of a TV show is becoming meaningless. I believe that the "rating services" them-selves must be conscious of the need for a better barometer whereby stations, agencies and sponsors may judge the value of programs.

I believe that more and more, the persons who are most con-

TV Film Guest of the Week



HALSEY V. BARRETT

Halsey V. Barrett joined Consolidated Television Productions in November, 1951, and became Eastern sales manager when the firm was set up as Consolidated TV Sales, Inc., on August 1, 1952. Prior to joining the TV film distri bution outfit, Barrett served as TV promotion director of CBS and spot sales manager for Du Mont. Jointly owned by The Los Angeles Times and the Hallett Manufacturing Company, Consolidated estimates that it chalked up more than \$3,000,000 during its first year of operation, ending August 1, 1953. The firm's sales record received its biggest boost last March via its Station Starter Plan, whereby new stations were sold a nine-series library package for unrestricted 18-month use at a total weekly cost equal to the station's starting one-hour Class A rate.

cerned with program "popularity are becoming interested in discovering just how effective a program is in a specific city or in specific cities. Because the economic picture in this country is a fluid one, many changes have been made during the past few years in the basic thinking on the part of advertisers. For one thing, "luxury" money has become increasingly scarce. Today's advertiser is becoming more and more concerned with getting a direct dollars and cents return on every advertising dollar he spends. Therefore, we are seeing less and less purely institutional advertising, and less and less careless spending.

Old Saying

It wasn't too many years ago that a national advertiser would say, in effect, to his agency, "Get me the top prestige show-regardless of its cost — and buy time on the entire network. Make sure it gets a huge rating."
So the agency would do ex-

actly that. But what has hap-

Slowly the agencies and advertisers have come to realize that a rating and the expenditure for that rating doesn't mean a thing good does it do to have a brewer isn't even sold in Sioux Falls? Yet, that's exactly what was happening in the days when adver-

YOUR OUTSTANDING SOURCE OF TV PROGRAMMING



1529 Madison Road . Cincinnati 6, Ohio HOLLYWOOD tisers had plenty of "luxury' money to throw around.

Syndication has changed that thinking-first in radio, now in TV. More and more advertisers are coming to realize that with a top-drawer filmed TV program, which can be bought for those cities and only those cities in which they really need to advertise, there is no longer any reason to go out and buy an entire na-tional network. Those who want to spread their commercial messages all over the map are closely studying the picture to determine in exactly which cities to spread their gospel. Today, the big national advertisers are saying to value to an advertiser only if it their agencies, "Buy me the sells the product. And we have following cities, because that's seen many instances of a lower where we must get our message "rated" program proving to be of across. . . ."

Regional Sponsor The same holds true of course rated one. for the regional advertiser, who by the very nature of his business in very short time, at that—a new is interested only in certain specific cities. With a program like "Front Page Detective," starring a top-flight name like Edmund the local level. But that's a prob-

work caliber, and better than almost anything he could produce "live" in the individual cities. By sharing the production costs among dozens of sponsors on a city-by-city basis, the producers of filmed-syndicated shows have been able to set aside top budgets with which to hire top stars, top writers, top production peopleand, very important, top promotion people who can help stations and advertisers work out campaigns on the local level.

Thus, "the local level" has become the important level. Each city poses its own sales problems for advertisers. Thus, we can see why a "national rating" is becoming less and less important in the over-all scheme of things.

Impact Measuring

Today, more important than ratings, is the need for "impact measurement" at the local level. I believe it's an established fact that a program has much more real value to an advertiser than a much higher

I do believe that in time—and manner of surveying will have to be developed to cater to the evergrowing need of information at Lowe, he is able to go on TV in lem for those in the rating busihis cities with a program of net- ness to solve.

erties will be TPA productions.

It is also expected that Capp

Sillerman revealed that TPA has

of "Ramar" for the first six

months. Minimum list price on

the show is \$60. TPA defines a

new market as one in which the

first station has been on the air

Film Council

Would Add

New Veepees

NEW YORK, Nov. 14 .- A revi-

sion of the bylaws of the Na-

tional Television Film Council,

which would increase the number

of officers from four to 10, and

establish a nominating commit-

tee, was proposed to membership

Four of the new officers would

be vice-presidents for the four

main phases of the TV film in-

dustry and NTFC membership,

namely, production, distribution,

station and ad agency. In addi-tion there would be a member-

ship vice-president and an execu-

tive secretary, who would serve

as general assistant to the presi-

The nominating committee

would consist of seven members

appointed by the board of direc-

tors. The committee's slate would

be submitted to the membership

in writing 20 days before the

election meeting. Any 15 mem-

bers would have the right to

nominate any other candidate by

written petition to the president

at least 15 days before the elec-

tion meeting. Ballots would be mailed to the members 10 days

before the meeting, returnable

three days before. The number of

directors would continue to be 11. These proposals were passed

this week.

less than nine months.

Plugs and Premiums

By GENE PLOTNIK

The TV film producers who are today building or boosting characters with kiddie appeal have a great potential plus in merchandise licensing. But it's not available by a snap of the fingers. Character merchandising is a big and a scientific business.

Last year, according to rough estimates, well over \$300,000,000 worth of toys and kiddie clothing bearing the imprint of movie and TV characters was sold at retail. Those in the business are apprehensive that a flood of inexpertly managed licenses would tend to depress the whole market.

Character merchandising has existed in haphazard form since early silent movie days, when Priscilla Dean bonnets and Mary Pickford dolls were on the market. The business passed its first significant milestone when Walt Disney created Mickey Mouse just 25 years ago. Front the outset, Disney issued licenses to manufacturers who wanted to use the mouse to boost merchandise. Hall Brothers' franchise on Disney characters dates all the way back

The second great milestone and the point at which character mer-

chandising began to take on the proportions of big business was in 1932. That was the year in which Kay Kamen, then a fairly successful advertising man, talked Disney into letting him be his merchandising agent, promising to double his merchandise return.

Kamen set up his own organization. His first two accounts were National Biscuit Company and the U.S. Time Corporation. Franchises and royalties quickly burgeoned, far outstripping the promised doubling of Disney's previous merchandising business.

Kamen acted as licensor for Disney characters until he was killed in an airplane crash in 1949. After that, Disney formed his own Character Merchandising Division. Today, some 100 U.S. manufacturers and another 600 outside the U.S. are licensed to turn out over 2,000 different Disney items. The 8,000,000th Mickey Mouse watch came off the line last month. In 1952 retail sales on Disney merchandise exceeded \$100,000,000, bringing in an additional \$2,500,000 for the man who made a mouse 25 years

Hopalong Cassidy The third great milestone in the business, and a noteworthy one for the TV film industry, was 1947 when a group of "Hopalong Cassidy" feature films were put into TV syndication. Three months after the films went on the air, Hopalong Cassidy Enter-prises began issuing merchandise licenses. All Metal Products Corporation, J-Bar-T Company and Blue Bell were the first three firms franchised to use Hoppy on toys and kiddie clothing.

The origin of the Hoppy show is TV film history. In the early years of World War II, Bill Boyd and Lew Pennish organized Hopalong Cassidy Productions. During 1946 and 1947 they produced 12 Hoppy pictures. They also went diligently to work buying advertising and promotion. Capp as needed. Sillerman said he ex- been selling new markets at a 50 up the 26 Hoppy movies that brings with him a considerable pected ultimately to have about per cent discount on the list price Paramount had made many years earlier and the 30 that Harry Sherman produced up until the raw stock shortage caused by the war forced him into other ventures. Another thing they did during these years was to get the TV rights to the character from Clarence Mulford, author of the Hopalong Cassidy books, and Doubleday, the publisher. Mulford, now in his middle 80's, was then, as now, retired on his farm in Maine.

> After Boyd and Pennish syndicated the Hoppy pictures for some time, General Foods for Post Toasties put the series on NBC-TV for a year, after which NBC took over distribution. NBC, subsequently, also aided Boyd in setting up Bill Boyd Productions, which recently completed the second series of 26 half-hour Hoppy

The network showing of the Hoppy pictures was, of course, a great boon to the character's merchandise. Since 1947, Hoppy Enterprises has franchised over 100 manufacturers all told. In 1950 and 1951 they sold at retail over \$50,000,000 worth of items. Last year it dipped to about \$27,000,000. This does not include the food such as bread, milk, cereal and jam, that uses Hoppy labels. Their sales are estimated to have exceeded \$200,000,000.

In 1949 a character doll was put on department store counters that was the first creature of TV alone. That was Howdy Doody. The show had first gone on NBC December 27, 1947. The Kagran Corporation, producer of the show, had tried for some time to license Howdy, without any bites. Finally, in 1949, the Ideal Toy Corporation, agreed to turn out a Howdy doll on a test basis. The doll was placed in one store only, Macy's, and Bob Smith, emsee of the show, put in personal appearances at the store to plug the

The customer response was so tremendous that Ideal had to rush bundles of the dolls to Macy's by cab as they came off the assembly

Kagran has now licensed some 70 manufacturers to use characters out of the show. They turn out over 300 different items, most of which sell for under \$1. Retail staged in mid-September with Chicago company, is distributing sales of Howdy items in 1952 ex-Donovan said he would follow Hayden and Coogan appearing for 26 one-hour films of stock car ceeded \$42,000,000, which does not

> There are eight races in each In a future column we will go 57 minutes of film, with openings into some of the practices, policies for 10 commercials. Half-hour and ideas of these veteran character merchandisers.

> > Copyrighted material

NATION-WIDE TOUR PLANNED

TPA Hires Capp to Push Mdsg. And Promotion Effort on 'Ramar'

NEW YORK, Nov. 14.-Tele- achieve by January 1. But no have had national sponsorship. vision Programs of America, Inc., distribution figures were avail- In March and May, the new propis about to push its merchandising and promotion effort on "Ramar of the Jungle" still further. TPA firm 52-week sponsorship deals will do some production work for this week appointed Jerome Capp, brother of cartoonist Al Capp and former manager of Capp Enter- Ziv. TPA now has 15 territorial TV film series. prises, as its national director of sales reps and will add more men record in character merchandising and promotion. He sparked over \$20,000,000 sales on the Shmoo.

of the "Ramar" show, Jon Hall. The tour will play up the educanames and habits of the animals. This is a follow-up on the angle taken in some of the premium material distributed in connection with the show, especially in a booklet extensively circulated by Gaseteria, Inc., the show's sponsor in Indianapolis. It is expected to take about nine months to get the menagerie on the road.

Capp is also launching a "Ramar" comic strip, which he will write initially, and he is now in negotiations with Toby Press in regard to possible "Ramar" comic

Premium Programs

Capp will subsequently pick up on premiums and merchandise licensing on "Ramar." He will work out separate premium programs for each of TPA's regional advertisers. TPA inherited a contract with Fortune Merchandising from its predecessor, Arrow Productions. Within the framework of that contract, Capp will himself conduct the bulk of the "Ramar" merchandising cam-

Michael Sillerman, exec veepee of TPA, said the firm is well on its way to saturation distribution of "Ramar," which it is aiming to

able at the moment.

TPA has been concentrating on on "Ramar," following the pattern TPA. He produced Al Capp's TV Sillerman has pursued while at shows, and the "Fearless Fosdick" 40 sales reps.

Also in the Ziv pattern, TPA will conduct a concentrated sales Capp's first venture at TPA will drive on one show at a time. In be getting a country-wide tour of 1954 Sillerman expects to bring a menagerie along with the star out a new release every two or three months. Regional sales on TPA's next product will begin in tional angle, giving the jungle another month, and syndication sales will begin January 1. The title of the show was not revealed, but is was said to be a half-hour anthology dramatic se-

IN TV TREES

NEW YORK, Nov. 14.-A lady Tarzan soon will be swinging thru the TV trees. Producer-agent Don Sharpe is readying a series of TV films, "Sheena, Queen of the Jungle," based on the comic book character. The package will be produced in Hollywood, with shooting scheduled to start sometime in January. The leading lady hasn't been selected yet, but Sharpe promises some "surprise" casting.

Merchandising will play a big part in the over-all promotion on the series, with Sharpe setting up licensing deals for Sheena products, a la Howdy Doody, and the new merchandising activities of "Ramar of the Jungle."

ries of 52 segments, some of which LADY TARZAN

that rating doesn't mean a thing unless there is a proper distribution set-up. For example, what

and Jackie Coogan, will tie up with local sponsors.

the plan of exploiting feature mo- three days in Indianapolis where racing taken by Dagger Produc- include the foods that use Howdy tion pictures by employing two they performed at 11 civic functions at Medley Speedway, Miami. labels.

There are eight races in each In a actors. One will be an advance exploiter, the other will accompany the troupe.

TV Distribution, Producer Henry for a special pressbook to be is-Donovan, of Telemount-Mutual, sued to all TV, stations, plugging will send a personal appearance forthcoming p.a.'s. He's also pretroupe on the road to exploit the paring a special trailer for the series in the 34 markets currently tours, to be shown for two weeks playing the pictures. Troupe, in advance of their appearances headed by stars Russel Hayden in each of the markets concerned.

Warm up for the tour was tions, made 16 TV appearances and tied up with the Tastee Bread sponsor generally in that area.

unanimously at the last meeting of the board. Deadline for voting HOLLYWOOD, Nov. 14.-Fol-, Performers will be permitted to lowing the production of each accept paid engagements while is the next NTFC membership cycle of 13 in the "Cowboy G-making the tour, Donovan said. meeting, which will be Thursday Men" telefilms for United Artists- The producer also is arranging (19) at the Warwick Hotel here. At that time, the guest speaker will be Arthur Gray Jr., president of Michael Myerberg Productions, who will discuss his firm's new animated puppet technique.

> CHICAGO, Nov. 14.-Stock Car Film Company, a newly organized

shows can use five commercials.

good does it do to have a brewer build up a big rating in the city of Sioux Falls, S. D., if his beer for 'Cowboy G-Men' Pix



FLASH GORDON blasts its way to the TV screen with 39, new 1/2 hour films that are custom-made for TV... available for local, regional, and national spot sponsorship!

FLASH GORDON as a King Features Syndicate property is seen in 279 newspapers . . . read and known by 50,000,000 people!

A natural for wide-scale merchandising promotion with self liquidating premiums! Produced by Inter-Continental Television Film Corp. and Inter-West Films.

FLASH GORDON rates as one of the best liked children's programs ever tested by the Schwerin Research Corp. For auditions, prices, and sales planwrite, wire, or phone:

HERB JAFFE

655 Madison Ave. New York City TEmpleton 8-2000

FRANK O'DRISCOLL

2211 Woodward Ave. Detroit, Michigan Woodward 1-2560

JACK McGUIRE 830 N. Wabash Ave.

Chicago, III. WHitehall 3-1341

MAURIE GRESHAM

9100 Sunset Blvd. Los Angeles, California CRestview 1-6101

MOTION PICTURES

655 Madison Avenue, N. Y. 21, N. Y.

Featuring

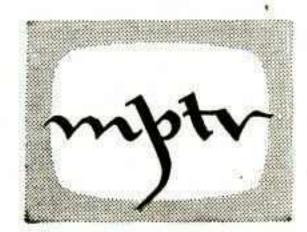
HOLLAND

GORDON"

STEVE

as

"FLASH



IRENE

"DALE"

FOR TELEVISION, INC.

Film Syndication Division



WABD Buys 150G Library From UTP

NEW YORK, Nov. 14.—WABD, unlimited use provision is that it the Du Mont network flagship, this week bought a library of its investment by constant re-use about \$150,000 worth of film from of the film properties. Under this United Television Programs. The arrangement, the station will be station purchased, for two years getting some of the film for less unlimited use, 52 episodes of than \$100 by the time it finishes "Royal Playhouse," 26 half hours re-running them. The deal was of "Counterpoint" and 13 epi-sodes of "Hollywood Offbeat." Knight, WABD manager, and The outlet also renewed its deal UTP's Aaron Beckwith. with UTP for 69 half hours of "City Assignment," the retitled version of "Big Town."

The buy permits the station to use the half-hour vidfilm series in practically any manner it de- WPIX here. Under the WPIX arsires. They can be used as spot rangement, its signal will be recarriers, sold to individual sponsors, as fill-ins for features, and Pennsylvania, WLEV-TV, Bethleas network replacements during hem, which is 83 miles from New the summers.

The obvious advantage of the which is 120 miles away.

QUICK TAKES

Stuart Reynolds, Sovereign Productions prexy, last week announced the signing by Production executives Edward Gray and Rudolph Monter of Ruth Hussey to star in "To Lift a Feather," suspense drama by Rose Cohn. Robert Stevenson will direct and Joe Sistrom produce. Picture will roll December 10 for the "General Electric Theater" telefilm series. . . . Paula Raymond, Sid Tomack and Paul Dubov have been added

to the cast of Screen Gems' "Lucky Tommy Jordan." starring Will Rogers Jr. and Levin Mc-Carthy on "Ford Theater." Gems also signed William Bishop to star with Shelley Winters in "Mantrap," while Jerry Parris was inked to a supporting role. . . . Danny Thomas has been chosen Comedian of the Month" by the National Association of Gagwriters. . . . Bing Crosby makes his TV

Distribs Give

• Continued from page 6

broadcast by two UHF stations in York, and WTVU, Scranton,

Currently, the WPIX relay is limited to its coverage of Madison Square Garden events. The sponsors of the show on WPIX have not been offered any discount on use of the additional stations. If they want their messages on the two UHF stations, they will have to work out the usual deals with them. And so far

the relay plan with stations in Hazelton and Harrisburg, Pa., from the other UHF stations.

FEELS 'LUCY' HAS TV POTENTIAL

NEW YORK, Nov. 14 .-Prior to signing for the M-G-M movie "The Long Trailer," Lucille Ball and Desi Arnaz okayed a preview of their first "I Love Lucy" movie (three TV episodes packaged for theatrical release) in a Bakersfield, Calif., movie house. At that time, Bakersfield hadn't been exposed to television. Among the preview cards turned in by the movie audience, one read, "This would make a wonderful TV show." Moviegoers also commented on the fact that this was the first time they'd seen a picture with a pre-recorded laugh track. Theatrical release plans on the Lucy flicker have been temporarily shelved, pending release on the M-G-M picture.

TV FILM **PURCHASES**

"The Hank McCune Show" has been bought by three new spon-WPIX has not discussed the plan sors, according to Video Pictures, with any of the film distributors. Inc., producers. Markets and But conceivably the WPIX relay sponsors include WBKB, Chicago, operation could be developed by Bowman Dairy Company, along the lines of the Hoy plan. WTVP, Decatur, Ill., for the Ford Springs, Colo., Contractors Heatwhich could pick up the signal ing Company. The program now is seen in 34 markets each week.

PRINT MUTILATION

Stations Ruin Film, Weep at Charges

debut over the CBS-TV network stations are getting away with said Davis. "But they're the big-Sunday, January 3, with Jack hundreds of thousands of dollars gest offenders." Benny as his guest. His premiere in film print damage every year,

classic, have been acquired by World Films, said the damage to the damaged print back to the M&A Alexander Productions, films is shooting up costs. "Small stations scream their heads off at

Ci.ICAGO, Nov. 14.-Television the prices we have to charge,"

will replace the "G.E. Theater" according to the head of a Chicago firm that is distributing wrestling films to 175 stations weekly.

TV rights to "Michael O'Halloran," Gene Stratton Porter's

Russ Davis, head of Imperial When the offense is bad, he sends Davis' wrestling films are sent station, with a bill. "It's a ticklish situation," he says. "They're my customers, yet we've got to do something about the damage." At 5 cents a foot, a 1,900 foot film runs \$95.

An examination of damaged films returned in a single week illustrated Davis' points. Some film came back with parts of it in shreds. Two prints had an extra set of sprocket holes punched in for the entire length.

Many had scratches made by dust from uncleaned gates. One station cut its own cue marks into the sound track, so the narration ended with an abrupt "pfffut" and the film was ruined for others. Several punched large cue marks into the film. Films were spliced with scotch tape. Two reels had been ruined when blooping ink spilled on them. A reel had obviously been stepped on. The hub of another reel had been pounded out of shape.

In editing, "They chop hell out of the films," said Davis. In his week's mail he had one reel with 130 feet missing, and a half dozen others with from 5 to 50 feet missing. Once he got back a wrestling film with an episode of Hopalong Cassidy spliced into it, he said.

"Some stations won't like a remark in my commentary," said Davis. "They'll simply scrape off the emulsion on the sound track." Most of the film damage in the

projectors comes after the film has passed thru the gate and been on the air, he said, so operators don't know or don't care if the film is being chewed up.

Davis loses money on carriers, mount a show. We send our brand new equipment, and you should see the crud we get back."

Inexperience and careless operators are the main source of the trouble, Davis believes, and he thinks that, with new stations the damage is going to get worse instead of less, unless the station managements realize that the carlessness is forcing up the price of filmed shows.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the 2d week of October in onethird of the cities surveyed individually by ARB. The complete study, listing all cities surveyed, is published over a three-week period.

they appear in the rating books—no rank order has been attempted. For further information on distributorship, number of sets in market, running time, etc., please refer to The Billboard's complete CATEGORY BY CATEGORY summary chart, which appears once every four weeks following this cycle.

The program titles are arranged according to category and as

For further information on audience size and breakdown, the reader should consult the American Research Bureau, National Press Building, Washington 4; 516 Fifth Avenue, New York; P. O. Box 6934, Los Angeles 22.

BALTIMORE 3 STATIONS Category Station-Days-Time Abbott and CostelloComedyWMAR-S.-6:30-7:00 5.8 Favorite StoryDramaWBAL-M.-10:30-11:00 8.4 Telenews DailyNewsWBAL-M. to F.-6:45-7:00 3.5 Movie Quick QuizQuizWBAL-M.-T.-W.-F.-10:30-10:45 0.7 Big PlaybackSportsWAAM--M.--10:45-11:005.5 BOSTON 2 STATIONS I Led Three LivesAdv.WNAC-M.-7:00-7:3023.6

,	mental to the state of the stat
	Life of Riley
•	Abbott and CostelloComedyWNAC-S6:00-6:30
•	Kings CrossroadsDocumWBZ—S.—1:30-2:00
	Favorite StoryDramaWNAC-T10:30-11:0014.2
•	Kleran's KaleidoscopeMiscWNAC-Su6:45-7:00
	Stranger Than FictionMiscWNAC-W6:15-6:30 5.5
	Stranger Than FictionMiscWNAC-F6:15-6:30 2.6
	I'm the Law
1	Boston Blackie ,
	U. P. News
	Range Rider
1	
1	
d	
Ġ	Cisco Kid
	Cowboy G-Men
	CHICAGO (4 STATIONS)
1	4 STATIONS
	Ramar of the JungleAdvWBKB-Th8:30-9:00
,	Foreign IntrigueAdvWNBQ-Th9:30-10:0014.4
8	Dangerous AssignmentAdvWBKB-F9:00-9:30
e,	Dick Tracy
d	Junior Crossroads
į.	
	Life of Riley
	Amos a Anat

	Kamar of the sungle
•	Foreign IntrigueAdvWNBQ-Th9:30-10:0014.
Ĵ.	Dangerous AssignmentAdvWBKB-F9:00-9:3012.
١	Dick Tracy
	Junior Crossroads
ŀ	Life of Riley
•	Amos 'n' Andy
ġ.	Abbott and Costello
	Abbott and Costello
:	Victory at Sea
•	Play of the WeekDramaWGN-T9:00-9:3010.
•	Crown TheaterDramaWBKB—T.—10:00-10:30
ı,	Life With ElizabethDramaWBKB-W9:30-10:00 2.
•	Favorite StoryDramaWBBM-F,-9:30-10:0016.
)	I Am the Law
Ŀ	Front Page DetectiveMysteryWGN-W7:00-7:30 1.
1	Boston Blackie
٠,	U. P. Movietone NewsNewsWGN-M. to F6:30-6:45 3.
	U. P. Movietone NewsNewsWGN-M11:30-11:450.
ı	Movietone QuizQuizWBKB-M. to F2:30-2:450.
į.	Wild Bill Hickok
•	Clsco Kid
ŧ	Gene Autry TimeWestWBBM-M. to F5:30-6:0012.
	Hopalong Cassidy

Badge 714		Adv.	w	LW-T-M9:0	00-9:30	15
Dangerous	Assignment	Adv.	W	LW-T-T10:	30-11:00	3
I Led Three	e Lives	Adv.	W	LW-T—Th.—8: CPO—F.—8:30	30-9:00	
the management was						
				LW-T-F8:3		27
My Favorit	e Story	Dram	aW	KRC-M9:3	0-10:00	9
Heart of th	e City	Myste	ryW	KRC-W9:0	0-9:30	14
Boston Blac	ckie	Myste	ryW	LW-T-W10):30-11:00 .	14
						:15 9
Cowboy G-	Men	West.	w	CPO—Su.—1:3 CPO—Su.—6:0	0-2:00	10
Cisco Kid		West.	w	CPO—Su.—6:0	0-6:30	20
Gene Autr	y	West.	w	KRC-T8:00	-8:30	12
		sections a section	- Maring Same			West State of the

CLEVELAND 3 STATIONS
Foreign Intrigue
China Smith
I Led Three LivesAdvWEWS-F10:30-11:0022.
Life of Riley
Victory at SeaDocumWNBKM7:00-7:3010.
My Favorite StoryDramaWEWS-Th10:30-11:0018.
I'm the LawMysteryWEWS-W10:00-10:3014.
City DetectiveMysteryWNBK-W10:30-11:0018.
U. P. Movietone NewsNewsWXEL-M. to F11:00-11:15 9.
Big PlaybackSportsWEWS-W7:15-7:30 5.
Range RiderWestWEWS-Su7:00-7:3020.
Gene Autry
Hopalong Cassidy

Badge 714	Adv	WLW-D-M	9:00-9:30	
I Led Three Lives	Adv	WHIO-T	9:00-9:30	26.
Foreign Intrigue	Adv	WLW-D-T.	-10:30-11:00	
Life of Riley				
Boston Błackie				
U. P. Movietone News				
All American Game of Wee				
Range Rider	West	WLW-D-T	h6:00-6:30 .	15.

Foreign IntrigueAdv	WLW-D-T10:30-11:00 7.9
Dangerous AssignmentAdv	
	WLW-C-F8:30-9:0021,9
Orient ExpressDrama	
Hollywood Off BeatMystery	
Badge 714Mystery	
	WBNST9:30-10:00
	(Continued on page 12)

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributors and original release date of the film has been added where available. For address of television distributor write The Billboard, TV Film Department.

		I FIE PAIR IN		
COMEDY			***************************************	CO
CHAMPAGE DRAMA BARON OF BATTLE C COURAGE DEVIL AN	ARIZONA (Lipper OF THE RAILS OUS MR. PENN (H D DANIEL WEBS	t 1950) offbreg 1944). TER		
GREEN GR I ACCUSE THE LAST MAN FROM MEET JOH NIGHT TR. NORTHWES PEOPLE'S SIDEWALK SLEEP MY STRONGHO SUNDOWN TRADE WI WINTER C. WITHOUT	OW THE RUSHES MY PARENTS (CROOKED MILE I FRISCO (Repubile N DOE (Warner Br AIN (20th Century- ST OUTPOST (Re) ENEMY (RKO 19 S OF LONDON (LOVE (United Artist LD (Lippert 1952 (United Artists NLS (United Artist ARNIVAL (United HONOR (United A	PRC Pictures (Republic 19 1944) rothers 1941) Pox) public 1947) (Paramount 19 ists 1948) 1941) ts 1938) Artists 1939) rtists 1949)	1944)	
MUSICAL	GREETIN STABILITATION			PATOPO (APOCEMICOVIENE APERIL
KNICKERBO SECOND C	ON (M-G-M 1931) OCKER HOLIDAY HORUS (Paramount	(United Ar	ists 1944)	

THE MISSING MILLIONGuild Films

AND THERE THERE WERE NONE (20th Century-Fox 1945)......Quality TV

Non-Theatrical Free Films

EDUCATIONAL

JOURNEY BACK AND ROAD TO REASON SEA POWER FOR FREEDOM

INDUSTRIAL THE GENTLE TOUCH.. Modern Talking Picture Service, Rockefeller Plaza, New York

RELIGIOUS

THIS IS LIFE..... Lutherap Church, Missouri Synod, St. Louis

Series Name

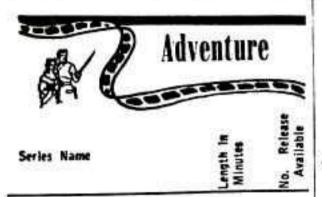
Where Syndicated Series Are Showing

(Boldface type indicates recent sales)

The following chart lists the cities in which each of the syndicated TV film programs was sold as of the first week in November. New sales made in the past 30 days are shown in boldface type. Program titles are grouped according to category beginning with Adventure. The American Research Bureau's rating on many of these shows appear elsewhere in this section.

WARNING

Check distributor for available markets. Many markets listed here may be available shortly. Query distributor promptly on any films in which you are interested.



Dist.: Sterling Television Company SOLD TO: Albuquerque, Boston, Cleve-land, Denver, Houston, Indianapolis, Jackson, Kansas City, La Payette, Lincoln, Miami, New Britain, New York, Pittsburgh, Pueblo. St. Louis, San Francisco, Schenectady, Scranton, Seattle, South Bend.

Dist.: NBC Film Division SOLD TO: Atlanta, Cincinnati, Columbus (O.), Dayton, Denver, Detroit, Los Angeles, Seattle, Spokane.

Dist.: Explorers Picture Corporation SOLD TO: Anchorage, Bangor, Boston, Buffalo, Detroit, Fairbanks, Los Angeles, Seattle, San Diego. Captured

Dist.: NBC Film Division BOLD TO: Columbia, Los Angeles, Se-

China Smith26......26 Dist.: Prockter Television Enterprises SOLD TO: Anchorage, Austin (Tex.), Chicago, Cleveland, Dallas, Denver, De-troit, El Paso, Fairbanks, Fort Dodge, Hutchinson, Jackson, Kansas City, Los Angeles, Lubbock, Madison, Minneapolis, Nashville, New York, Omaha, Phoenix, Rochester, Salt Lake City, San Diego, San Prancisco, Seattle, Tucson. Dangerous Assignment30.....29

Dist.: NBC Film Division BOLD TO: Altoona, Amarillo, Ashland, Austin (Tex.), Bakersfield, Beaumont, Binghamton, Birmingham, Boise, Charleston, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbia, Dallas-Fort Worth, Dayton, Decatur, Denver, El Paso, Erie, Fargo, Fresno, Galveston, Green Bay, Green-ville, Honolulu, Houston, Huntington, Jackson, Jacksonville, Lawton, Lincoln. Los Angeles, Louisville, Lubbock, Miami, Minneapolis-St. Paul, Monroe, Montgomery, New Orleans, New York, Norfolk, Omaha, Oshkosh, Peoria, Philadelphia, Portland (Ore.), Pueblo, Raleigh, Reading, Rockford, Roswell, St. Petersburg, Salinas, Salt Lake City, San Angelo, San Antonio, San Diego, San Francisco, Behenectady, Scranton, Sloux Falls, South Bend, Springfield, Syracuse, Tuc-son, Tulsa, Tyler, Wheeling, York, Youngstown.

Dist.: Snader Telescriptions BOLD TO: Amarillo, Baltimore, Belleville, Birmingham, Boston, Chattanooga, Columbus (O.), Houston, Lincoln, Lubbock, Mobile, New York, Philadelphia, Balt Lake City, Sloux Palls, Tucson,

Washington.

Dist.: J. Walter Thompson Company SOLD TO: Albuquerque, Asheville, Atlantic City, Bangor, Binghamton, Birmingham, Boston, Charleston, Charlotte, Chi-Cincinnati, Cleveland, Columbus Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, Presno, Grand Rapids, Harrisburg, Houston, Indian-apolis, Johnstown, Kansas City, La Fayette, Lancaster, Lansing, Lima, Lin-toln, Los Angeles, Madison, Medford, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Mobile, Montreal, Muncie, New Haven, New York, Norfolk, Omaha, Philadelphia, Pittsburgh, Portland (Me.), Providence, St. Louis, St. Petersburg, Salt Lake City, San Angelo, San Francisco, Schenectady, Scattle, Springfield, Syracuse, Toledo, Toronto, Tucson, Washington, Wilkes-Barre, Zanesville.

Going Places With Uncle George9.....96 Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, El-mira, Festus, Fort Lauderdale, Fort Meyers, Fort Smith, Greensboro, Green-ville, Harrisburg, Henderson, Honolulu, Jacksenville, Johnstown, Kansas City, Knoxville, La Fayette Lansing, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Mon-tercy, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, San Juan, Scranton, Bloux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Tyler, Wichita Falls, Yakima, York.

Ramar of the Jungle30......26 Dist.: TV Programs of America SOLD TO: Amarillo, Atlanta, Beaumont, Bellingham, Binghamton, Boston, Buffalo, Chicago, Columbus (O.), Dallas-Fort Worth, Detroit, Elmira, El Paso, Gadsden, Houston, Indianapolis, Lincoln, Los Angeles, Louisville, Lubbock, New Haven, New York, Ottawa, Philadelphia, Phoenix-Mesa, Portland (Ore.), Rochester (N. Y.), Salem, San Diego, San Francisco, Santa Barbara, Schenectady, Syracuse. Seattle, Spokane, Tacoma, Toronto, Tucson, Tyler, Utica, Washington, Yakima, Yuma.

Rocky Jones, Space Ranger ... 30 26 Dist.: United Television Programs SOLD TO: Columbus (O.), Duluth, Green Bay, Kalamazoo, Madison, Milwaukee, Minneapolis, Rockford, Rock Island, Phoenix, St. Joseph.

SOLD TO: Galveston.

(ARB Cities Only Listed.)



Dist.: Blinkey Productions SOLD TO: Chicago, Hartford, Henelulu. Johnstown, Little Rock, New York. The Adventures

Dist.: Sterling Television Company SOLD TO: Atlanta, Milwaukee, Roanoke, Fort Worth. Bobo the Hobo

and His Traveling Troupe ... 15 13 Dist.: Emperor Films SOLD TO: Binghamton, Johnstown, Norfolk, Richmond, Syracuse.

SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rap-lds, Chambersburg, Charleston, Colo-rado Springs, Columbia, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Hen-derson, Holyoke, Honolulu, Houston. Jacksonville, Johnstown, Kansas City, Knoxville, La Payette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Macon, Madison, Minneapolis, St. Paul, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, San Diego, San Francisco, San Juan (Puerte Rice), Santa Barbara, Scranton, Sioux City, Sioux Falls, Spo-kane, Springfield, Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Palis, Yakima, York.

Dist.: Television Screen Productions SOLD TO: Greensboro, Tucson.

SOLD TO: Ames, Baton Rouge, Birmingham, Chicago, Cleveland, Fresno, Galveston, Kansas City, Los Angeles, Milwaukee, Mobile, Nashville, New Orleans, New York, Roanoke, South Bend, Spo-kane, Springfield (Mass.), Tacoma, King Calico65

Dist.: Kling Studios SOLD TO: Oklahoma City, Springfield. Dist.: United Television Programs SOLD TO: Amarillo, Boston, Chattanooga, Honolulu, Longview, Lincoln, Nenah, Roanoke, Sioux Palls, Tucson.

SOLD TO: Boston, Easton, Henderson, Pensacola, Panama City, Reno, Los Angeles, Stockton, Tulare.

SOLD TO: Atlanta, Charlotte, Cincinnati, Detroit, Toledo.



Abbott & Costelle Show30.......26 Dist.: MCA-TV

SOLD TO: Akron, Albuquerque, Amarillo, Austin (Tex.), Baltimore, Binghamton, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbus (O.), Dallas-Fort Worth, Dayton, Denver, Detroit, El Paso, Port Smith, Honolulu, Indianapolis, Johnstown, Kalamazoo, Lansing, Lawton, Lincoln, Long-view, Los Angeles, Lubbock Madison, Memphis, Minneapolis-St. Paul, New Orleans, New York, Peoria, Philadelphia, Phoenix, Pittsburgh, Portland (Ore.), Rochester (Minn.), Salt Lake City, San Diego, San Francisco, Schenectady, Seattle, Spokane, Springfield (Mo.), Syracuse, Toledo, Tucson, Utica, Washington.

Amos 'n' Andy30......65 Dist.: CBS Television Film Sales SOLD TO: Abilene, Albuquerque, Amarillo, Anchorage, Austin (Tex.), Bakers-field, Belleville, Bellingham, Boise, Cedar Rapids, Champaign, Charleston, Chicago, Colorado Springs, Dallas, Denver, Elmira, El Paso, Eugene, Fort Dodge, Presno, Henderson, Honolulu, Houston, Hutchinson, Kansas City, Little Rock, Los Angeles, Las Vegas, Longview, Lubbock, Madison, Medford, Monterey, Neenah, New York, Oklahoma City, Pensacola, Phoenix, Portland (Ore.), Pueblo, Roanoke, Quincy, Rome, Salt Lake City, San Antonio, San Diego, San Luis Obispo, Santa Barbara, Scranton, Scattle, Spo-kane, Toledo, Waco, Wichita Falls, Yakima.

ert Linkletter and the Kids ... 15 39 Dist.: CBS Television Film Sales SOLD TO: Albuquerque, Anchorage, Baltimore, Binghamton, Boise, Cedar Rapids, Champaign, Chico, Cleveland, Colorado Springs, Columbus (O.), Denver, Detroit, Fresno, Greensboro, Honolulu, Indianapolis, Las Vegas, Little Rock, Los Angeles, Madison, Mercedes, Minneapolis, Modesto, Monterey, Neenah, Oklahoma City, Pensacola, Phoenix, Portland (Ore.), Reno, Sacramento, Salt Lake City, San Antonio, San Jose, San Luis Obispo, San Francisco, Santa Barbara, Santa Rosa, Schenectady, Springfield,

Series Name

Stockton, Tijuana-San Diego, Tulsa, Tucson. Wichita Falls.

SOLD TO: Amarillo, Chattanooga, Hono-lulu, La Fayette, Longview, Neenah, Norfolk, New York, Peorla, Providence,

Dist.: Video Pictures, Inc. SOLD TO: Belleville, Birmingham, Detroit, Lincoln.
Hank McCune Show30.....13

Dist.: Atlas Television Corporation SOLD TO: Atlantic City, Columbia, Roanoke, San Antonio.

SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, Elmira, Festus, Fort Lauderdale, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Jacksonville, Johnstown, Kansas City, Knoxville, La Fayette, Lansing, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Montery, Newport News, Oshkosh, Panama City, Pensacola, Parkersburg, Phoenix, Pitts-

SOLD TO: Columbus, Kansas City, Nash-

Falls, Chicago, Denver, Lawton, Los Angeles, Omaha, Oshkosh, Peoria, St. Paul, Salt Lake City, San Francisco, Seattle, Portland (Ore.), Spokane, Lincoln.

SOLD TO: Albuquerque, Amarillo, Asheville, Atlanta, Austin, Boston, Brownsville, Chicago, Colorado Springs, Denver, Elmira, Fargo, Fresno, Houston, Huntington, Indianapolis, La Fayette, Los Angeles, Louisville, Lubbock, New Orleans, Omaha, Oshkosh, Pittsburgh, Raleigh, Roswell, San Francisco, Scranton, Stoux City, Tacoma, Tulare, Wichita Falls.

SOLD TO: Birmingham, Bloomington, Jackson, Lansing, New York, South Bend, Tucson.



Dist.: Screen Gems, Inc. SOLD TO: Chicago, Cleveland, Detroit, Toledo, Washington.

d Keel ... Dist.: Paramount TV Productions, Inc. SOLD TO: Portland (Ore.', San Antonio, Springfield-Holyoke (Mas .).



Clete Roberts World Report 15..... 268 Dist.: United Artists Television SOLD TO: Belleville, Grand Rapids, Kansas City, La Fayette, Lawton, Milwankee.

Dist .: 20th Century-Fox SOLD TO: Amarillo, Anchorage, Austin, Beaumont, Cleveland, Colorado Springs, Dallas-Fort Worth, Denver, Elmira, El Paso, Gadsden, Havana, Lincoln, Lub-bock, Philalelphia, Portland (Ore.), San Juan, San Francisco, Tucson, Tyler. Crusade in the Pacific30......26

Dist .: The March of Time, Inc. SOLD TO: Amarillo, Bakersfield, Beaumont, Colorado Springs, Evansville, Fresno, Gadsden, Jackson, Lincoln, Los Angeles, Portland (Ore.), Pueblo, St. Sioux Falls Petersburg, San Angelo, Spokane, Springfield (Mo.), Tyler, York King's Crossroads30104
Dist.: Sterling Television Company

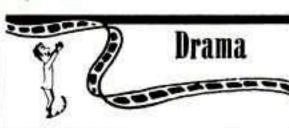
SOLD TO: Bakersfield, Boston, Cleveland, Kansas City, Lincoln, Lubbock, Mobile, New Britain, Pueblo, Salt Lake City, San Francisco, Scranton, Sioux Palls, Washington, Zanesville.

SOLD TO: Amarillo, Atlanta, Austin, Baton Rouge, Beaumont, Boston, Brownsville, Buffalo, Charleston, Chicago, Cleveland, Colorado Springs, Columbia, Columbus (O.), Dallas-Fort Worth, Denver, Duluth, El Paso, Evansville, Gadsden, Holyoke, Honolulu, Houston, Jackson, Jacksonville, La Fayette, Los Angeles, Lubbock. Milwaukee, Minneapolis - St. Paul, Montgomery, Nashville, New York. Pueblo, St. Petersburg, St. Louis, San Angelo, Springfield, Tucson, Tyler, Wichita Falls.

March of Time Thru the Years 30......26 Dist .: March of Time, Inc. SOLD TO: Amarille, Colorado Springs, Galveston, Honolulu, Pueblo, York.

Dist.: NBC Film Division SOLD TO: Amarillo, Bakersfield, Baltimore, Boise, Chicago, Columbia, Dallas-Fort Worth, El Paso, Erie, Fresno, Greensboro, Hutchinson, Jacksonville, Lansing, Lincoln, Los Angeles, Lubbock. Mesa, New Orleans, New York, Philadelphia, Pittsburgh, Portland (Ore.), Salinas, San Angelo, San Diego, Santa Barbara, Scranton-Wilkes Barre, Spokane, Tucson, Tyler, Washington, Yakima.

Springfield (Mass.).



Dist.: Screen Gems, Inc. SOLD TO: Albuquerque, Amarillo, An-

chorage, Austin (Minn.), Bakersfield, Bangor, Baton Rouge, Bellingham, Bill-ings, Boise, Boston, Butte, Cheyenne, Cleveland, Colorado Springs, Columbia, Columbus (O.), Dayton, Decatur, Detroit, El Paso, Fort Dodge, Fort Smith, Fort Wayne, Fresno, Green Bay, Henderson, Houston, Idaho Palls, Indianapolis, Lewiston, Las Vegas, Lawton, Little Rock, Longview, Los Angeles, Lubbock,

www.americanradiohistory.com

Series Name

Madison, Minneapolis, Montreal, Nampa, New Britain-Hartford, New York, Ottawa, Pensacola-Panama City, Peorla, Phoenix, Pittsburgh, Pocatello, Portland (Me.), Pueblo, Roanoke, Rockford, Salt Lake City. San Francisco. San Juan, Spokane, Springfield, Stockton, Toronto, Tucson, Twin Falls, Washington, West Palm Beach, Wichita, Yaklma, Zanes-

American Wit and Humor30........ Dist .: The March of Time, Inc. SOLD TO: Amarillo, Beaumont, Colorado Springs, Gadsden, Galveston, Honolulu, Peoria, Peublo, San Antonio, Tyler.

Dist.: United Television Programs
SOLD TO: Amarillo. Asheville, Belleville, Chattanooga, Columbia, Davenport, De-catur, Denver, Detroit, El Paso, Honolulu, Houston, Lincoln, Longview, Los Angeles, Lubbock, Mobile, Neenah, Phoenix, Pittsburgh, Pueblo, Rochester (N. Y.), Salt Lake City, San Diego,

SOLD TO: Abilene, Albuquerque, Anchor-age, Boise, Champaign, Chicago, Colorado Springs, Columbia, Dallas, Denver, Elmira, Fort Dodge, Fresno, Green Bay, Henderson, Kansas City, Little Rock, Lubbock, Madison, Monterey, Mesa, Mil-waukee, Neenah, Oklahoma City, Omaha, Pensacola, Quincy, Rochester (Minn.), St. Louis, Salt Lake City, San Antonio, San Francisco, San Luis Obispo, Santa Barbara, Seattle, Springfield, Syracuse, Utlea, Waco, Wichita, Wichita Falls. Douglas Fairbanks Jr. Presents3039

Dist.: NBC TV Film Division SOLD TO: Albuquerque, Ames, Ashalnd, Atlantic City, Austin (Tex.), Bakersfield, Baltimore, Bangor, Beaumont, Binghamton, Bloomington, Boston, Chicago, Col-orado Springs, Columbia, Dallas-Fort Worth, Davenport, Denver, Detroit, El Paso, Fargo, Presno, Gadsden, Grand Rapids, Greensboro, Hollywood, Hono-Rapids, Greensboro, Hollywood, Honolulu, Houston, Huntington, Indianapolis, Johnstown, Kalamazoo, Kansas City, Lansing, Lubbock, Madison, Memphis, Mesa, Mexico City, Milwaukee, Minneapolis-St. Paul, Nashville, New Haven, New Orleans, New York, Oklahoma City, Omaha, Peoria, Pittsburgh, Portland (Ore.), Pueblo, Reading, Rochester (N. Y.), Rome, St. Louis, Salt Lake City, San Angelo, San Antonio, San Diego, San Prancisco, Seattle, Sioux City, Spo-San Francisco, Seattle, Sioux City, Spokane, Springfield (Mass.), Toledo, Tuc-

Dist.: Interstate Television Corporation SOLD TO: Albuquerque, Bloomington, Buffalo, Chicago, Columbus, Dayton, Grand Rapids, Indianapolis, Kalamazoo, Los Angeles, Louisville, Phoenix, Port-land (Ore.), Salt Lake City, San Fran-cisco, Seattle, South Bend, Spokane, Toledo, Tucson.

Dist.: Ziv Television Programs SOLD TO: Baltimore, Boston, Chicago, Cincinnati, Cleveland, Los Angeles, New York, Philadelphia, San Francisco, Washington. (ARB Cities Only Listed)

SOLD TO: Albuquerque, Ames, Atlanta, Austin (Tex.), Baton Rouge, Chicago, Cincinnati, Dallas-Fort Worth, Davenport, El Paso, Elmira, Galveston, Grand Rapids, Greensboro, Holyoke, Lansing, Los Angeles, Louisville, Lubbock, Miami, Milwaukee, Mobile, New Britain, New Orleans, New York, Phoenix, Portland, (Ore.), Salt Lake City, San Antonio, Scranton, Sioux City, South Bend, Spokane, Springfield, Syracuse, Washington, Wilkes-Barre, York. Hans Christian Andersen

Dist.: Interstate Television Corporation SOLD TO: Albuquerque, Lincoln, San Francisco, Toronto, Washington.

Hollywood Half Hour30......26 Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Bolse, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Cleveland, Colorado Springs, Columbus (Ga.), Davenport, Dayton, Decatur, Detroit, Duluth, El-mira, Festus, Port Lauderdale, Fort Smith, Greensboro, Greenville, Harris-burg, Henderson, Honolulu, Holyoke, Houston, Johnstown, Kansas City, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, New Haven, New Orleans, Newport News, New York, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Reno, Rochester, Rochester (N. Y.), Rock Island, Rockford, San Diego, St. Petersburg, San Angelo, San Antonio, San Francisco, Schenectady, Scranton, Sloux City, Sloux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Pails, Wichita Falls, Yakima, York.

SOLD TO: Austin (Tex.), Birmingham, Chicago, Cincinnati, Columbus (O.1, Dallas-Fort Worth, Denver, Detroit, Galveston. Lincoln, Louisville, Minneapolis-St. Paul, New Britain, New Orleans, New York, Roswell, San Francisco, Scattle, South Bend, York. Invitation Playhouse15.......26

Dist. Guild Films, Inc. SOLD TO: Chicago, Denver, Detroit, Houston, Jackson, Johnstown, Kansas City, Lansing, Louisville, Miami, Minneapolis-St. Paul, Mobile, Nashville, New York, Oklahoma City, Omaha, Pitts-burgh, Portland (Ore.), Rock Island, San Francisco, Scranton, Seattle, South Bend, Tucson.

SOLD TO: Boston, Jackson, New Orleans, New York, Tacoma.

Dist.: Sterling Television Company SOLD TO: Atlanta, Buffalo, Kansas City, Lincoln, New Orleans, New York, Philadelphia, Portland (Ore.), Roanoke, Roswell, San Francisco, Toledo, Tucson,

Dist.: Tee Vee Company SOLD TO: Chicago, Decatur, Denver, Detroit, Erie, Greensboro, Johnstown, Los Angeles, -Miami, Milwaukee, Nashville, New Britain, New York, Pittsburgh, Springfield (Mass.), Tacoma, Toledo, Tulsa, Washington.

Orient Express26......26 Dist.: Prockter Television Enterprises SOLD TO: Anchorage, Bakersfield, Cleveland, Columbus. Detroit, Fairbanks, Port Dodge, Fort Wayne, Presno, Grand Rapids, Hutchinson, Indianapolis, Kala-Lansing, Lima, Los Angeles, Louisville, Madison, Muncie, New Orleans, New York, Philadelphia, Pittsburgh, Portland (Ore.), Rochester (Minn.), Rochester, (N. Y.), Saginaw, San Diego, San Francisco, Seattle, Spokane, Toledo, Washington.

Dist.: Prockter Television Enterprises SOLD TO: Albuquerque, Anchorage, Austin (Tex.), Bangor, Baton Rouge, Buffalo, Chicago, Cleveland, Columbia, Dal-

las-Fort Worth, Denver, Port Dodge, Galveston, Green Bay, Harrisburg, Hous-

ton, Hutchinson, Kansas City, La Fay-ette, Los Angeles, Louisville, Madison, Minneapolis, Muncie, Nashville, Omaha, Pittsburgh, Rockford, Salt Lake City, San Diego, San Francisco, Seattle, Sioux SOLD TO: Belleville, Brownsville, Char-

lotte, Cincinnati, Denver, Hannibal, Lub-

bock, New Haven, New York, San Francisco, St. Louis, Schenectady, Springfield, Tucson. SOLD TO: Belleville, Birmingham. Bolse,

Charlotte, Chattanooga, Chicago, Columbia, Dallas-Fort Worth, Davenport, Decatur, Denver, Detroit, El Paso, Honolulu, Indianapolis, Lawton, Longview, Los Angeles, Lubbock, Miami, Mobile, Muncie, Neenah, New Orleans, New York, Beeria, Pittsburgh, Pueblo, Son Discontinuous Charles, Pueblo, Peoria, Pittsburgh, Pueblo, San Diego, Sioux Falls, Yakima.

SOLD TO: Abilene, Amarillo, Anchorage, Baton Rouge, Bloomington, Boise, Cedar Rapids, Champaign, Colorado Springs, Denver, El Paso, Elmira, Fort Dodge, Fresno, Henderson, Hutchinson, Jacksonville, Las Vegas, Longview, Lubbock, Meridian, Mesa, Muncie, Monterey, Nee-nah, Oklahoma City, Pensacola, Providence, Portland (Ore.), Quincy, Rochester (N. Y.), Rome, San Luis Obispo, Seattle, Sioux City, Sioux Falls, Tucson, Waco, Winston-Salem.

The Visitor44
Dist.: NBC Film Division SOLD TO: Decatur, Colorado Springs, Fresno, Greensboro, Hollywood, Houston, Lincoln, Lubbock, Madison, Monroe, New Orleans, Pittsburgh, Pueblo, Roswell, San Angelo, San Diego, Scranton, Seattle.

SOLD TO: Dallas-Fort Worth, Davenport, Indianapolis, Kansas City, Los Angeles, Lubbock, Miami, Milwaukee, Salt Lake City, San Antonio, San Francisco, Scattle, Washington.



dventures in Living 15....... 52 Dist.: Sterling Television Company SOLD TO: Detroit, Jackson (Miss.).

SOLD TO: Santa Barbara.

SOLD TO: Indianapolis.

SOLD TO: Anchorage, Beaumont, Boise, Longview, Madison, Meridian, Muncie, Oklahoma City, Pensacola, Santa Bar-Kieran's Kaleidscope15.......130

Dist.: United Artists Television SOLD TO: Boston, Denver, Fargo, Hartford, Milwaukee, Montreal, Philadelphia, Salt Lake City, Schenectady, Santa Barbara, South Bend. Vorman Brokenshire's

Dist.: United Artists Television SOLD TO: Farge, Lincoln, Peoria, Santa Barbara, Yakima, York.

SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Chambersburg, Cedar Rapids, Colorado Springs, Columbus (Ga.), Decatur, Duluth, El-mira, Festus, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Hen-derson, Honolulu, Jacksonville, Johnstown, Kansas City, Knexville, Lansing, La Fayette, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rockford, St. Petersburg, San Angelo, San Juan (Puerto Rico), Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, York,

Pathe Hy-Lights 15...... 26 Dist.: Du Mont TV Film Sales SOLD TO: Augusta, Colorado Springs, Columbus, Detroit, Macon. New York, Rochester (Minn.), San Luis Obispo, Schenectady, Washington.

SOLD TO: Amarillo, Boston, Detroit, Havana, Portland (Ore.), St. Louis, Salt Lake City, San Antonio, San Prancisco,

SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Colorado Springs, Columbus (Ga.), Decatur, Duluth, El-mira, Festus, Fort Lauderdale, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Jacksonville, Johnstown, Kansas City. Knexville, La Payette, Lansing, Little Rock, Longview, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester (Minn.), Rochester (N. Y.), Rockford, St. Petersburg, San Angelo, San Juan (Puerto Rico), Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima,

Dist.: Sterling Television Company SOLD TO: Roswell.

Dist.: Sterling Television Company SOLD TO: Boston, Elmira, Seattle, Indianapolis, Buffalo.



SOLD TO: Amarillo, Beaumont, Colerado Springs, Gadsden, Montreal, Pueblo, To-Dist.: United Television Programs

SOLD TO: Decatur, Longview, Neenah, Phoenix, Tacoma. Holiday in Paris30......38 Dist.: CBS Television Film Sales SOLD TO: Abilene, Anchorage, Beau-

mont, Boise, Chicago, Henderson, Long-(Continued on page 12) Copyrighted material

Where Syndicated Series Are Showing

Continued from page 11

Series Nane

view, Macon, Madison, Meridian, Monterey, Neenah, Oklahoma City, Quincy, Waco, Wichita Palls.

SOLD TO: Abilene, Akron, Albuquerque, Amarillo, Austin, Bakersfield, Baltimore, Baton Rouge, Bloomington, Boise, Boston, Brownsville, Buffalo, Cedar Rapids, Chicago, Cleveland, Colorado Springs, Columbus (O.), Dallas-Fort Worth, Davenport, Dayton, Decatur, Denver, Detroit, Duluth, Elmira, El Paso, Fargo, Fort Lauderdale, Fort Meyer, Fort Wayne, Fresno, Grand Rapids, Green Bay, Greensboro, Henderson, Honolulu, Houston, Hutchinson, Jackson, Indianapolis, Jacksonville, Kansas City, La Fayette, Lake Charles, Lancaster, Lansing, Law-ton, Lincoln, Longview, Little Rock, Los Angeles, Louisville, Lubbock, Madison, Medford, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Minot, Mobile, Muncle, Nashville, New Orleans, New York, Oklahoma City, Omaha, Peoria, Pensacola, Phoenix, Pittsburgh, Portland (Ore.), Portland (Me.), Providence, Pueblo, Quincy, Rockford, Roanoke, Rochester (N. Y.), Roswell, Saginaw, St. Louis, St. Petersburg, Salt Lake City, San Antonio, San Diego, San Francisco, San Luis Obispo, Scranton, Seattle, Sedalia, Sioux City, Sioux Falls, South Bend, Springfield (Ill.), Syracuse, Toledo, Tucson, Tulsa, Waco, Washington, Wichita Falls, Wilmington, York, Ya-

Old American Barn Dance3026 Dist.: United Television Programs SOLD TO: Amarillo, Chicago, Colorado Springs, Columbia, Columbus (O.), Dallas, Denver, Duluth, Fargo, Honolulu, Lincoln, Longview, Lubbock, Mobile, Neenah, Peoria, Pueblo, Roanoke, Rochester (N. Y.), Roswell, San Francisco, Seattle, Sioux City, Sioux Falls, Spokane, Springfield (Mo.). Studio Telescriptions3....1100

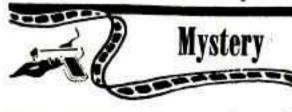
kima, Youngstown, Zanesville.

Dist.: United Television Programs SOLD TO: Akron, Albuquerque, Altoona, Amarillo, Atlanta, Bakersfield, Balti-more, Birmingham, Bolse, Butte, Bridgeport, Brownsville, Chattanooga, Cincinnati, Columbia, Columbus, Dallas-Fort Worth, Davenport, Denver, Detroit, El Paso, Eureka, Green Bay, Greensboro, Greenville, Harlingen, Honolulu, Houston, Jacksonville, Johnstown, Kansas City, Lancaster, Lansing, Lawton, Little Rock, Lincoln, Longview, Los Angeles, Lubbock, Macon, Medford, Memphis, Mlami, Milwaukee, Minneapolis-St. Paul, Mobile, Monroe, New Haven, New Orleans, New York, Norioik, Omana, Oshkosh, Palm Beach, Peoria, Philadelphia, Phoenix, Pittsburgh, Providence, Pueblo, Raleigh, Roanoke, Rochester, (N. Y.), Roswell, St. Louis, St. Petersburg, Salt Lake City, San Antonio, San Diego, San Francisco, Santa Barbara, Schenectady, Scranton, Seattle, Sioux Falls, Spokane, Springfield, (Mo.), Syracuse, Tacoma, Texar-kana, Tucson, Tulsa, Twin Palls, Utica, Washington, West Palm Beach, Wichita Falls, Wilmington, Yakima.

TV Disk Jockey Films 3.......60 Dist.: Screen Gems, Inc. SOLD TO: Atlanta, Austin, Billings, Boston, Cleveland, Columbia, Fresno, Havana, Milwaukee, Montreal, New York, Philadelphia, Holyoke, St. Louis, Toledo, Washington. The Vienna Philharmonic

Symphony Orchestra15.......13

Dist.: Sterling Television Company SOLD TO: Milwaukee, San Francisco,



SOLD TO: Baltimore, Boston, Chicago, Cincinnati, Columbus (O.), Dayton, Detroit, New York, Philadelphia, Washington. (ARB Cities Only Listed.) Cases of Eddie Drake30.......13

Dist.: CBS TV Film Sales SOLD TO: Abilene, Albuquerque, Amarillo, Anchorage, Baltimore, Boise, Champaign, Columbia, El Paso, Elmira, Fort Worth, Henderson, La Payette, Little Rock, Longview, Los Angeles, Lynchburg, Macon, Madison, Meridian, Monterey, Neenah, New Britain, New Orleans, Oklahoma City, Pensacola, Quincy, Rochester (Minn.), San Luis Obispo, Waco, Wich-

Dist.: MCA-TV SOLD TO: Akron, Ann Arbor, Atlanta Bakersfield, Baltimore, Bangor, Baton Rouge, Battle Creek, Birmingham, Boston, Buffalo, Cincinnati, Cleveland, Co-lumbia, Columbus (O.), Denver, Detroit, Dallas-Fort Worth, Davenport, Dayton, El Paso, Elmira, Grand Rapids, Houston, Indianapolis, Kalamazoo, Lansing, Lincoln, Longview, Lubbock, Los Angeles, Madison, Milwaukee, New Orleans, Oklahoma City, Omaha, Phoenix, Providence, Rochester, Rockford, St. Joseph, Sagi-naw, St. Louis, San Antonio, San Fran-cisco, Seattle, Springfield (Mass.), Ta-coma, Tulare, Washington.

Craig Kennedy Criminologist .. 30 26 Dist.: Louis Weiss & Company SOLD TO: Austin (Minn.), Dallas-Fort Worth, Houston, Los Angeles, Philadelphia, San Diego, San Francisco, San Luis Obispo.

Files of Jeffrey Jones3039 Dist.: CBS Television Film Sales SOLD TO: Abilene, Albuquerque, Amarillo, Anchorage, Ann Arbor, Binghamton, Boise, Boston, Champaign, Cedar Rapids, Colorado Springs, Columbia, Davenport, Detroit, Elmira, Erie, Fort Dodge, Fort Worth, Fresno, Greensboro, Henderson, Honolulu, Hutchinson, Italy, Kansas City, Las Vegas, Lawton, Lincoln, Little Rock, Longview, Los Angeles, Lubbock, Macon, Meridian, Madison, Mesa, Mobile, Monterey, Neenah, New Orelans, New Britain, Oklahoma City, Pensacola, Portland (Ore.), Quincy, Rochester (Minn.), Rome, St. Louis, Salt Lake City, San Diego, San Luis Obispo, Santa Barbara, Schenectady, Springfield (III.), Toledo, Tucson, Utica, Waco, Wichita

Follow That Man30......26 Dist.: MCA-TV SOLD TO: Akron, Bakersfield, Buffalo, Charleston, Elmira, El Paso, Longview, Nashville, South Bend, Tulare, Roanoke.

Palls.

Series Name

Series Nane

Front Page Detective3939 Dist.: Consolidatel Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Billings, Boise, Bellingham, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Charleston, Colorado, Springs, Columbia, Dayton, Decatur, Duluth, El Paso, Elmira, Festus, Fort Lauderdale, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Holyoke, Honoldiu, Jackson, Jacksonville, Johnstown, Kansas City, Knexville, La Payette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, New York, Oshkosh, Panama City, Parkersburg, Pensacola, Philadelphia, Phoenix, Pittsburgh, Pocatello, Quincy Raleigh, Pichwood, Pocatello, Pichwood, Pocatello, Pichwood, Pocatello, Pichwood, Pocatello, Pichwood, Pocatello, Pichwood, Pocatello, Pichwood, tello, Quincy, Raleigh, Richmond, Rochester (Minn.), Rockford, St. Peters-burg, San Angelo, San Antonio, San Juan (Puerto Rico) Scranton, Sioux City, Sioux Falls, Spokane, Springfield (Mo.), Stockton, Tacoma, Tucson, Tulare, Twin Palls, Wichita Palls, Yakima, York.

SOLD TO: Amarillo, Austin, Bangor, Birmingham, Brownsville, Buffalo, Chattanooga, Chicago, Colorado Springs, Columbia, Dallas-Fort Worth, Decatur, Denver, Detroit, El Paso, Greenville, Honolulu, Houston, Huntington, Jackson, Lawton, Lincoln, Longview, Los Angeles, Lubbock, Memphis, Miami, Minneapolis-St. Paul, Mobile, Nashville, Neenah, New Orleans, New York, Philadelphia, Phoe-nix, Providence, Pueblo, Rochester, (Minn.), Rochester (N. Y.), San Francisco, Seattle, Sioux Falls, Spokane, Tucson, Washington, Yakima, Zanesville,

Dist.: United Television Programs SOLD TO: Amarillo, Belleville, Birmingham, Buffalo, Chattanooga, Cincinnati, Cleveland, Columbus (O.), Detroit, Galveston, Honolulu, Lincoln, Los Angeles, Lubbock, Minneapolis-St. Paul, Mobile, Muncie, Neenah, New York, Phoenix, Pueblo, Rochester (Minn.), San Antonio, San Francisco, Sloux City, Sloux Falls, Tacoma, Yakima.

SOLD TO: Akron, Albuquerque, Altoons, Asheville, Baltimore, Bangor, Bloomington, Boston, Charlotte, Chicago, Cleveland, Colorado Springs, Columbia, Dal-last-Port Worth, Denver, Detroit, El Paso, Elmira, Fresno, Hartford, Houston, In-dianapolis, Kansas City, Lincoln, Longview, Los Angeles, Lubbock, Minneapolis-St. Paul, Muncie, Nashville, New Britain, New Orleans, New York, Ottawa, Peoria, Philadelphia, Phoenix, Pittsburgh, Port-land (Ore.), Providence, Reading, Rochester (Minn.), San Diego, San Fran-cisco, Seattle, South Bend, Springfield, Tacoma, Toronto, Washington, Yuma, Wilkes-Barre.

Meet the Victim13 Dist.: Sterling Television Company SOLD TO: Atlanta, Dallas, Denver, Detroit, La Fayette, Lubbock, Pittsburgh, Providence, San Francisco, Toledo, York, Zanesville.

SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Charleston, (W. Va.), Cincinnati, Colorado Springs, Columbus (Ga.), Dallas, Decatur, Denver, Duluth, Elmira, Festus, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Kenderson, Holyoke, Honolulu, Houston, Jacksonville, Johnstown, Kansas City, Knoxville, La Fayette, Lansing, Little Rock, Longview, Los Angeles, Louisville, Maccon, Madison, Macon, Madison, Minneapolis-St. Paul, Mobile, Monroe, Monterey, Newport News, Oshkosh, Panama City, Parkersburg, Pensacola, Phoenix, Pittsburgh, Pocatello, Quincy, Raleigh, Rochester, Rockford, St. Petersburg, San Angelo, San Antonio, San Prancisco, San Juan (Puerto Rico), Scranton, Sioux City, Sioux Falls, Spokane, Springfield, Stock-ton, Tacoma, Tucson, Tulare, Twin Falls, Wichita Palls, Yakima, York.

Colorado Springs, Columbus (Ga.), De-troit, Lincoln, Lubbock, Macon, Mon-treal, Norfolk, Rochester (Minn.), San Luis Obispo, Toronto.



Dist.: Guild Films, Inc.58 SOLD TO: Lincoln, Scranton, Tucson.

SOLD TO: Ashland, Beaumont, Brownsville, Cincinnati, Dayton, El Paso, Fargo, Gadsden, Huntington, Indianapolis, Lubbock, Miami, Minneapolis-St. Paul, New Orleans, Oshkosh, Pueblo, Rochester (Minn.), Roswell, Salinas, San Angelo, San Diego, San Francisco, Sioux Palls, Spokane, Tacoma, Tucson, Tyler, Utica, Wheeling, York, Youngstown. NBC Weekly News Review 15. . Weekly

Dist.: NBC Film Division SOLD TO: Albuquerque, Amarillo, Ash-land, Beaumont, Boise, Boston, Buffalo, Charleston, Charlotte, Colorado Springs, Columbia, Columbus (O.), Decatur, Den-ver, El Paso, Fresno, Gadsden, Green Bay, Greensboro, Hutchinson, Jackson, Johnstown, La Fayette, Lawton, Lima, Lincoln, Lubbock, Miami, Mobile, Pitts-burgh, Portland (Ore.), Pueblo, Raleigh, Rochester (Minn.), Roswell, St. Peters-burg, Salt Lake City, San Angelo, San Diego, Schenectady, Sioux Falls, Springfield (Mo.), Tacoma, Tucson, Tyler, Washington, Wheeling, Wichita Falls, York, Youngstown.

lews Adventures for Dallas, Detroit, Houston, Kansas City, Minneapolis-St. Paul, Nashville, New Orleans, Omaha, Roanoke, Rochester Y.), San Francisco, Seattle. INS-Telenews Daily10-15.... Daily

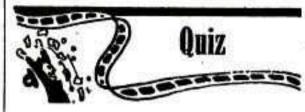
Dist.: Telenews Productions SOLD TO: Ames, Atlanta, Baltimore, Boston, Buffalo, Cincinnati, Chambersburg, Cleveland, Denver, Detroit, Duluth.

P F W W

El Paso, Harrisburg, Monolulu, Indianapolis, Lancaster, Lubbock, Mexico, Milwaukee, New Britain, New Haven, New York, Norfolk, Philadelphia, Portland, Providence, Rockford, St. Louis, San Antonio, San Diego, Seattle, Springfield (Ill.), Springfield (Mass.), Syracuse. Toledo, Tucson, Washington, Wilmington,

Telenews Weekly Review ... 15-20. Weekly Dist.: Telenews Productions SOLD TO: Amarillo, Buffalo, Chicago, Duluth, El Paso, Honolulu, Kansas City, Louisville, Mexico, Milwaukee, Minne-apolis, Omaha, Portland (Ore.), Seattle, Spokane, Toledo, Washington, Youngs-Lown.

UP Movietone News10-20 Dist.: United Press Movietone SOLD TO: Boston, Charleston (S. C.), Cambridge, Charlotte, Chicago, Cleve-land, Colorado Springs, Dayton, Decatur, Denver, Detroit, Festus, Green Bay, Harrisburg, Havana, Henderson, Holyoke, Houston, Johnstown, Kansas City, Lan-sing, Los Angeles, Madison, Memphis, Mesa-Phoenix, Mexico City, Minneapolis-St. Paul, Nashville, New Orleans, New York, Oklahoma City, Ottawa, Peoria, Pittsburgh, Richmond, Rochester (N. Y.), San Diego, Santa Barbara, Schenectady, Spokane, Tacoma, Toronto, Tulsa, Washington, Wheeling, Youngs-



Headlines on Parade15......26 Dist.: United World Films SOLD TO: Phoenix.

SOLD TO: Atlanta, Bakersfield, Columbia, Duluth, Hampton, Hutchinson, Lincoln, Los Angeles, Lubbock, Minneapolis-St. Paul, Monroe, Nampa, Phoenix, Port-land (Me.), Rochester (Minn.), San Francisco, Seattle, Spokane, Twin Palls, Yakima.

ton, Buffalo, Cedar Rapids, Chicago, Colorado Springs, Denver, Detroit, El Paso, Galveston, Honolulu, Indianapolis, Johnstown, Kansas City, Lansing, Lin-coln, Lubbock, Minneapolis, Monroe, New Orleans, New York, Norfolk, Oklahoma City, Philadelphia, Richmond, Roanoke, Rochester, St. Louis, San Angelo, Spo-

SOLD TO: Albuquerque, Amarillo, Billings, Butte, Colorado Springs, Houston, Pensacola, Phoenix, Portland (Ore.), Salt Lake City, San Diego, Spokane, Seattle, Tucson.

SOLD TO: Ames, Amarillo, Buffalo, Indianapolis, Kansas City, Miami, Nashville, Oklahoma City, Pittsburgh, Portland (Ore.), Richmond, Seattle, Tulsa.



Bible Readings 13 13 Dist.: Foundation Films Corporation SOLD TO: Oklahoma City.

SOLD TO: Phoenix, Roanoke, Tucson.

You Do Believe30......13 Dist.: Foundation Film Corporation SOLD TO: Chicago, Cleveland, Johnstown, Los Angeles, Lubbock, New Orleans, New York, Philadelphia, Portland (Ore.), Toledo.



All-American Game

Dist.: Consolidated Television Sales SOLD TO: Albuquerque, Amarillo, Ashe-ville, Bokersfield, Belleville, Cedar Rapids, Charleston (S. C.), Charleston (W. Va.), Columbia, Columbus (Ga.), Dayton, Denver, Duluth, El Paso, Fort Worth, Fresno, Galveston, Harlingen, Henderson, Honolulu, Johnstown, Lansing, Las Vegas, Lawton, Lubbock, Mobile, Newport, News, Panagages, bile, Newport News, Pensacola, Pitts-burgh, Pueblo, Quincy, Reno, St. Peters-burg, Santa Barbara, Schenectady, Spo-kane, Springfield (Mo.), Tacoma, Tijuana, Tucson, York.

SOLD TO: Milwaukee.

Beat the Experts....... & 15......65 Dist.: Sterling Television Company SOLD TO: Albuquerque, Buffalo, Dallas-Fort Worth, Indianapolis, La Fayette, New Orleans, Oklahoma City, Peoria, Roswell, Seattle.

Big Playback26 Dist.: Screen Gems, Inc. SOLD TO: Albuquerque, Anchorage, Bellingham, Billings, Boise, Butte, Cedar Rapids, Chico, Decatur, Fresno, Great Falls, Little Rock, Memphis, Milwaukee, Billings, Boise, Bellings, Billings, Billin Montreal, Pensacola-Panama City, Pittsburgh, Providence, San Juan, Stockton, Tucson, Tulsa, Wheeling, Wichita, Fort Smith, Lawton, Longview.

ouble Play With Dist.: United Television Programs SOLD TO: Amarillo, Chicago, Buffalo, Denver, Grand Rapids, Hollywood, Lancaster, Muncie, Neenah, New Britain, Pittsburgh, Providence, Pueblo, Sioux Falls, South Bend, Spokane, Springfield (Mo.), Tacoma.

amous Fights From Madison Square Garden15......26 Dist.: Du Mont TV Film Sales SOLD TO: Buffalo, Denver, Fresno, Havana, Indianapolis, Louisville, Portland (Ore.), St. Petersburg, San Diego, San Francisco, Seattle, Springfield (Mass.).

SOLD TO: Bloomington, Detroit, Fort Lauderdale, Indianapolis, Louisville, Lubbock, New York, Omaha, Philadelphia, Phoenix.

oin' Places With Gadabout

SOLD TO: Amarillo, Ann Arbor, Austin, Boston, Cincinnati, Greensboro, Lincoln, Miami, Nashville, New York, Schenec-Seattle, Sioux Falls, Washington, York, Wichita Palls.

Grantland Rice's Sportslights ...15.......13 Dist.: Atlas Television Corporation SOLD TO: Atlantic City, Columbia,

(6) Teach 34 100m

www.americanradiohistory.com

Series Name Ringside With the Rasslers56.

Dist.: Consolidated Television Sales SOLD TO: Abilene, Amarillo, Anchorage, Asheville, Bakersfield, Baton Rouge, Beaumont, Bellingham, Billings, Boise, Buffalo, Butte, Cambridge, Cedar Rapids, Chambersburg, Charleston (S. C.), Chicago, Colorado Springs, Columbus (O.). Decatur, Detroit, Duluth, El Paso, Elmira, Festus, Fort Lauderlale, Fort Myers, Fort Smith, Greensboro, Greenville, Harrisburg, Henderson, Honolulu, Huntington, Jacksonville, Johnstown, Knoxville, La Fayette, Las Vegas, Little Rock, Longview, Louisville, Lubbock, Macon, Madison, Minneapolis, Mobile, Monroe, Monterey, Newport News, Oklahoma City, Omaha, Oshkosh, Panama City, Parkersburg (W. Va.), Pensacola, Peoria, Phoenix, Pittsburgh, Pocatello, Quiney, Raleigh, Roanoke, Rochester, (Minn.) Rockford, Sacramento, St. Petersburg, San Angelo, San Juan (Puerto Rico) Scranton, Sloux City, Sloux Falls, Hol-yoke, Springfield (Mo.), Stockton (Calif.), Syracuse, Tacoma, Tijuana, Tucson, Tulare, Twin Falls, Wichita Falls, Yakima, Yerk.

Roller Derby52 Dist.: TV Exploitations SOLD TO: Albuquerque, Brownsville, Buffalo, Cambridge, Colorado Springs, Dayton, Elmira, Festus, Fresno, Holyoke, Kansas City, La Payette, Minneapolis-St. Paul, Monroe, Oklahoma City, Phoe-niz, Roanoke, South Bend, Tulsa, Wilkes-

SOLD TO: Atlanta, Kansas City (Mo.), La Fayette, Milwaukee, Mobile, New Britain, New Castle, New York, Pueblo, Richmond, Rochester (N. Y.), South Bend, Wichita Falls, York.

Dist.: Tel Ra Productions SOLD TO: Baton Rouge, Dallas-Fort Worth, Havana, Honolulu, Houston, In-dianapolis, Los Angeles, New Orleans, Norfolk, Providence, Richmond, Roanoke, St. Louis, San Antonio, Springfield (Mass.), Tulsa.

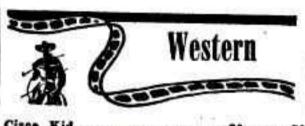
SOLD TO: Atlanta, Portland (Ore.), Lubbock, Miami, Galveston.

SOLD TO: Ann Arbor, Binghamton, Birmingham, Buffalo, Cleveland, Columbia, Dallas-Fort Worth, Dayton, El Paso, Elmira, Greensboro, Houston, Huntington, La Fayette, Milwaukee, Oklahoma City, Philadelphia, Portland (Ore.), Providence, St. Louis, San Antonio, Seattle, Holyoke, Wichita Falls, York. Dist.: United Artists Television

SOLD TO: Denver, Huntington, Louisville, San Diego, South Bend, Youngstown. This Week in Sports15...Weekly

Dist.: Telenews Productions SOLD TO: Albuquerque, Altoona, Amarillo, Boston, Buffalo, Chicago, Colorado Springs, Dallas-Fort Worth, Duluth, El Paso, Honolulu, Johnstown, Louisville, Memphis, Mexico, Montreal, New Orleans, Norfolk, Oklahoma City, Pittsburgh, Salt Lake City, Schenectady, Syracuse, Providence, Richmond, Rochester, St. Louis, Youngstown.

Wrestling From Hollywood60.. Weekly Dist.: Paramount TV Productions SOLD TO: Allentown, Atlanta, Austin (Tex.), Charlotte, Cleveland, Dallas-Fort Worth, Davenport, Detroit, El Paso, Grand Rapids, Harrisburg, Honolulu, Houston, Jackson, Lancaster, Lawton (Okla.). Los Angeles, Louisville, Lynchburg, Minneapolis-St. Paul, Nashville, Norfolk, Philadelphia, Portland (Ore.), Providence, Richmond, Roanoke, Salt Lake City, Tulsa.



Dist.: Ziv Television Productions SOLD TO: Baltimore, Boston, Chicago, Cincinnati, Cleveland, Columbus (O.), Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington. (ARB Cities Only Listed.)

SOLD TO: Akron, Amarillo, Atlanta, Boston, Cincinnati, Columbus (O.), Dallas-Fort Worth, Decatur, Detroit, Du-las-Fort Worth, Decatur, Detroit, Du-luth, Hartford, Houston, Indianapolis, Kansas City, Lincoln, Louisville, Mem-phis, Minneapolis-St. Paul, Nashville, New York, St. Joseph, St. Louis, San Francisco, Springfield, (Mo.), Toledo, Wichita Falls Wichita Falls.

The Gene Autry Show30...... Dist.: CBS Television Film Sales SOLD TO: Abilene, Albuquerque, Altoona, Amarillo, Anchorage, Austin (Tex.), Austin (Minn.), Bakersfield, Baltimore, Bangor, Baton Rouge, Beaumont, Binghamton, Birmingham, Boise, Boston, Champaign, Cedar Rapids, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbus (O.), Denver, Detroit, Elmira, El Paso, Erie, Fort Dodge, Fort Worth, Fresno, Green Bay, Harrisburg, Henderson, Honolulu, Indianapolis, Italy, Jackson, Jacksonville, Johnson City, Kalamazoo, Lansing, Las Vegas, Lima, Little Rock, Longview, Los Angeles, Lubbock, Macon, Madison, Meridian, Milwaukee, Minneapolis, Monterey, Neenah, New York, Oklahoma City, Pensacola, Philadelphia, Phoenix, Pittsburgh, Portland, (Ore.), Providence, Quincy, Roanoke, Rochester (Minn.), Rockford, Rock Is-land, St. Joseph, St. Petersburg, Salt Lake City, San Diego, San Luis Obispo, Seattle, Sloux City, Sioux Palls, South Bend, Springfield, Stockton, Syracuse, Toledo, Tucson, Waco, Washington, Wichita Falls, Yakima.

Hopalong Cassidy36......26 Dist.: NBC Film Division SOLD TO: Albuquerque, Atlanta, Bakersfield, Baltimore, Baton Rouge, Bing-hamton, Boston, Buffalo, Charlotte, Chi-cago, Cincinnati, Cleveland, Columbia, Columbus (O.), Dallas-Fort Worth, Davenport, Dayton, Detroit, Erie, Pargo, Fresno, Grand Rapids, Greensboro, Hollywood, Jacksonville, Johnstown, Kansas City, Lakeland, Louisville, Memphis, Miami, Milwaukee, Monroe, Nashville, New Haven, New Orleans, New York, Norfolk, Oklahoma City, Orlando, Philadelphia, Phoenix, Pittsburgh, Providence, Roch-ester (Minn.), St. Louis, Salt Lake, City, St. Paul, San Angelo (Tex.), San Antonio, San Francisco, San Luis Obispo, Schenectady, Seattle, Spokane, Syra-cuse, Toledo, Tulsa, Washington,

SOLD TO: Amarillo, Ashlani, Baton Rouge, Beaumont, Boise, Charleston, Colorado Springs, Decatur, Denver, El Paso, Fargo, Fresno, Gadsden, Galves-ton, Green Bay, Honolulu, Hutchinson, Lawton, Lincoln, Lubbock, Madison, Mobile, Monroe, Oshkosh, Portland (Ore.), Pueblo, Raleigh, Reading, Roa-Mobile, noke, Roswell, Saginaw, Salinas, San Luis Obispo, Sioux Falls, Spokane, Springfield (Mo.), Tucson, Tyler, Wheeling, Wichita Falls, York, Youngstown. The Range Rider30......25
Dist.: CBS Television Film Sales

SOLD TO: Abilene, Albuquerque, Amarillo, Atlanta, Austin (Tex.), Bakersfield, Bangor, Baton Rouge, Beaumont, Boise, Boston, Chico, Cedar Rapids, Champaign, Cleveland, Colorado Springs, Columbia, Dallas-Fort Worth, Davenport, Dayton, Denver, Detroit, El Paso, Fargo, Fort Dodge, Fresno, Grand Rapids, Green Bay, Greensboro, Hender-son, Honolulu, Hutchinson, Italy, Jack-son, Kalamazoo, Lansing, Las Vegas, Lawton, Lima, Little Rock, Longview, Los Angeles, Lubbock, Macon, Madison, Massillon, Memphis, Meridian, Miami, Milwaukee, Minneapolis-St. Paul, Mon-terey, Neenah, New Britain, New Orleans, Omaha, Pensacola, Phoenix, Pittsburgh, Portland (Me.), Portland (Ore.), Provi-Portland dence, Quincy, Rochester (Minn.), Sacramento, Saginaw, St. Joseph, Salinas, Salt Lake City, San Diego, San Luis Obispo, San Francisco, Santa Barbara, Seattle, Sioux City, Sioux Falls, South Bend, Springfield (Mass.), Stockton, Tucson, Waco, Washington, Wheeling, Wichita Falls, Yakima, Zanesville.

ales of Famous Outlaws15.......13 Dist.: Western Adventure Productions SOLD TO: Los Angeles, New Orleans, Philadelphia, San Francisco.



SOLD TO: Santa Barbara.

SOLD TO: Charlotte, Greensboro, Jack-

SOLD TO: Scranton, Huntington, Hutchinson

The Lilli Palmer Show15.......26 Dist.: NBC Film Division SOLD TO: Ashland, Chicago, Decatur, Fargo, Honolulu, Kansas City, Lawton, Lincoln, Madison, New York, Philadelphis, San Angelo, Seattle, Springfield (Mass.), Tucson, Wheeling, York, Youngstown.

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

Continued from page 10

10 0

Boston Blackie	MysteryWLW-C-W10:30-11:00
Big Playback	SportsWLW-C—Th.—7:15-7:30 5.2
Gene Autry	
Cisco Kid	
Hopalong Cassid	
Cowboy G-Men ,	

	PH	ILAI	ELF	HIA	C	3 S T	OITA	N 5
		ungle		wı	IL—Su.—10	:45-11:15	a.m	2.9
		ungle			TL—Su.—11			0.6
		ungle		WF	IL-S6:0	0-6:30		12.2
		ungle			TL-M6:			9.2
				wc	AU-Th		0	16.9
					AU-S5:			8,5
					TZ-F8:			25.5
Abbott a	and Cos	tello	Come	dyWC	CAU—S.—10	1:30-11:00		9.4
Pulse of	the Cit	y	Dram	aWF	TL-Su6:			3.0
					TZ-Su7	A THE REST OF THE PARTY OF THE		7.8
		resents			AU—Su.—			9.7
Orient I	Express		Dram	aWF	TZ-T10	:30-11:00		7.3
					TZ-Su,-6			8.2
					:AU-W7			31.4
Craig K	ennedy		Myste		CAU—Th.—			19.6
Front P	age Det	ective	Myste	ryWC	AU-S6:	00-6:30		6.4
					IL-M. to	F. 7:15-7:	30	5.5
Telenews					IL—Su.—6:			
Telenews			News	WI	TZ-M. to	F.—7:00-	7:15	4.8
		viz			IL-M. to			
Gene A	The state of the s			wo	CAU-M. to	F5:30	6:00	13.6
					AU—T.—8:			
Cisco K	id		West.	wo	CAU—F.—7:	:00-7:30	••••••	28.1

Communications to 1564 Broadway, New York 36, N. Y.

sear be enclosed for

Inns Take Act Play From Miami Clubs

Continued from page 1

(which it wasn't), was thrown licity. into the deal made the date acceptable.

Agents' Problems

Agents servicing this one-time lush area are hard put to make deals or deliver top names. Stars simply don't want Miami with so many other facets of show business more attractive this year. The old line comic or singer and the war babies who have never made it in the big dough on a sustained basis are the ones who get the Miami jobs today. There is an occasional exception of a class act that fits a hotel room. By and large, however, it is the \$1,000 to \$1,500 comic and the \$750 to \$1,500 singer who best fits the local competitive picture.

Miami Beach's newest hotel. DiLido, with a new booker, Art Gordon, doing the talent buying, is supposed to have bids out for the top names. So far no deals of consequence have been made. The hotel has set aside just under \$10,000 for talent to be charged

Union May Ask Bonds From Date Jumpers

NEW YORK, Nov 14. - Dick Haymes may be required to put up a personal cash bond with the for more jobs.

Jackie Bright, president of the actor's union, said he was "sick and tired of Haymes tactics." He said that at the next meeting of the national board, he will recommend that performers who persistently violate their employment contracts may be required to post a bond with AGVA as a warranty of their appearance.

Performers who have not fulfilled outstanding contracts without giving valid reasons will also be required to play the old dates before taking on new ones, said have of getting a night club date Bright.

Meanwhile, Jackie Heller. owner of the Pittsburgh Carousel. has brought a claim in AGVA against Haymes for \$4,000 (the singer's salary). Heller has also threatened to sue Haymes. Under AGVA rules a cafe operator cannot sue an AGVA member without first going thru the union's arbitration proceedings. If dis-satisfied with the verdict, the operator may sue but must first get the union's permission. AGVA has indicated it will give Heller such permission.

Boston Worry

Haymes, however, is still in more trouble. He has a contract to open at the Boston Latin Quarter, Monday (16). The club has already spent \$3,200 in advertising him and claims it has no assurance that he'll show up. Haymes' salary in Boston is \$5,000

Haymes attorney. Bartley Crum, told the Music Corpora- \$2.50 insurance per performer per tion of America which handles Haymes that the singer would show up. The Latin Quarter, however, said it has not received any such assurances. The club AGVA's demand and threatened has thought of putting in somebody else, tho it would be too body else, the it would be too refused to sign according to Ernie late to advertise the change, but Fast, regional AGVA head. it is fearful that if it does hire a replacement and Haymes does Chicago clubs have already show up, it will be responsible signed Among them are the for two heavy salaries

The problem of non-appearance of headliners was first posed by Jack Irving, AGVA executive secretary. When two previous cases Note, John Annes' Rando', a arose, Irving insisted that the perarose, Irving insisted that the performers pay the amount of their and Milt Schwartz' Preview contracted salaries to the clubs Lounge. affected.

the room, even at \$50 a day off against promotion and pub-

Against the \$10,000 or so the DiLido is willing to spend, there are the Sans Souci, Saxony, Casablanca and the Nautilus tentatively committed to budgets of around \$6,000. The Lord Tarleton and probably The Algiers will go along on a club date basis, using talent one or two nights weekly.

The Sans Souci has already lined up shows for the season to start around January. It has Mary Small, Mimi Benzell and Joel Gray. It has feelers out for others in the same class.

Inns Talk Talent

The Casablanca and the Saxony have so far talked with agents. With the exception of the latter's buying back Los Chavales group for a six-week date, nothing further has happened up to this writing.

The Nautilus has Larry Storch and Jackie Miles. The hotel will obviously step up its buying as the beginning of the season draws closer. The pattern of last year set by these hotels will again be followed.

The biggest talent buyer in the Miami Beach area will be the revitalized Beachcomber, with Sophie Tucker as the headliner for the entire season. Miss Tucker has offered to share her headline billing with other performers of stature who can do the business There was a deal calling for Hildegarde to go on the Tucker show, but nothing came of it. Right now the Beachcomber has Nat (King) Cole, Myron Cohen, the Will Mastin Trio and Louis Jordan set for varying periods of the 19-week season. Opening show

In Miami proper, Jack Goldman's Clover Club has Patti Page and Johnnie Ray coming in.

Alan Gale

Alan Gale, who will run the giant Copa City (last year it was Bill Miller's Riviera), will have his New York Celebrity Club talent plus himself on a one-show-anight basis.

Most dates will be for a seven to 10-day period at the hotels. The clubs will run on a twoweek basis.

Any hopes performers may after their hotel jobs, or vice versa, is exploded by the 30-day clause in most standard contracts. There may be some exceptions; Myron Cohen, for example, is almost a Casablanca regular. In the main, however, performers will not be able to appear in another spot until 30 days after the end of a given date.

AGVA Signs Up Chicago 'Chez'

CHICAGO, Nov. 14.-The Chez Paree has signed a minimum basic agreement with the American Guild of Variety Artists under pressure from Tony Martin and Alar. King—the latter being comic on the Chez bill with Martin.

The Chez had been paying the week for the past few months to AGVA, but had never signed a contract.

Martin and King backed they would not go on if the club

Fast said that a number of Black Orchid, operated by Al Greenfield; Billy Goldstein's Town Casino, Jean Farduli's Blue Angel. Frank Holzfiend's Blue

In the case of Haymes, the DENVER, Nov. 14. - Local end of this month. Headlining the problem is different. Irving has American Guild of Variety Artists | show will be Nat (King) Cole. indicated that he will recommend last week put the Beacon Supper | This will be Shawn's first New | Dee. had been hired by a cocktail company's motion on October 30

AGVA FUND IS EXPLAINED

NEW YORK, Nov. 14. -What is the Trust Fund of the American Guild of Variety Artists, who are the trustees. how are acts covered and how not covered, and who pays how much and who gets it? will be the subject of a twopage leaflet to be mailed to AGVA members ir the next week. The subject, covered in a question and answer form, was prepared by David Alber Associates, a publicity firm retained by the trustees.

\$1,500,000,000

Nev. Gamblers Claim Press Figure False

LAS VEGAS, Nev., Nov. 14 .-Gamblers here and in Reno, Nev., are putting up an annual howl at gambling figures which show up in the nation's press about this time every year.

They are not, they insist, a \$1,500,000,000 industry, as press association items seem to indicate.

Every year in November the Nevada Tax Commission issues the amounts received from 2 per cent gambling tax after fourth quarter payments are made. Reporters simply multiply this by 50 to arrive at the amount on which the gross levy is paid

However, looking for headlinecatching leads to their stories, the wire service representatives reach for a figure 50 times the actual they insist, represents the total liner tie-in sales. One talent topmoney "bet across Nevada gaming tables" in a year's time

"Misleading"

The gamblers are usually happy about publicity, but not this kind. They point out that the misleading \$1,500,000,000 figure has often been picked up by statisticians who don't know how it was calculated, and that it has been used erroneously as an amount to indicate the vast (Continued on page 57)

GM Shows to Go on Road

NEW YORK, Nov. 14.—General Motors will have two more industrial shows traveling in the immediate future. The first, tagged "Glamorama will be a Buick division promotion. The second will be the big "Motorama."

"Glamorama" will have a cast of 30, headed by Billy House and Jose Duval. The rest will be singers and dancers Singers will get \$180 a week; dancers will get \$200 The show will play only for Buick dealers in six cities, doing nine shows in two weeks. The package, now in rehearsal, will go out November 29 and will wind up December 31.

"Motorama" will start early in January. It is currently being cast and produced by Georgie Hale in conjunction with Mickey Alpert of the Kudner Advertising Agency which handles the GM accounts. The package will do nine shows, opening coincidentally with the New York Automobile Show.

La Vie Books Dick Shawn

NEV YORK, No. 14.-Dick Shawn will be on the opening bill at Monte Proser's La Vie en Rose. scheduled to open on or about the

severe disciplinary action as soon as he returns to his office Irving is hospitalized at present in a Miami hospital after surgery.

York cate date since he made it at lounge to fill in as a lull act into dismission to dismiss the place on the Betty Hutton show. His salary is understood to be about \$2,500.

York cate date since he made it at lounge to fill in as a lull act into dismission to dismiss the place on the Betty Hutton show. His salary is understood to be about \$2,500.

Continued on page 57)

NITERIES BALK AT 'NAME' TIE-INS

Claim Bloc Booking of Secondary Acts May Leave Them Holding Bag

By BILL SMITH

NEW YORK, Nov. 14.-Competition for "name" attractions has forced many club owners outside of New York to agree to tiein sales which, some claim, now snap back in their faces when the names fall out.

It has long been a common practice for an agency to insist their secondary acts go on a bill when a headliner is booked. In most cases it was a painless procedure. The club had to have additional acts: why not buy them from the office that supplied the attraction?

Independent agents have fought this, but outside of voicing their resentments could do little. In recent months, however, with more headliners falling out

for TV shows or other prior commitments the situation has changed. Clubs that nave bought the names plus the supporting acts discovered that they were tied to the smaller acts even tho the headliners canceled

If the first office couldn't supply a suitable replacement, the club couldn't go to another office. because the second office would insist on booking the rest of the show And that was already booked. To get out of the impasse the second office booked the subsequent bills around different office books in another comic who headliners Even then, perhaps. may be just as good if not better. the whole thing might start over The result, however, is to make again. The second headliner Martin out as a "promiser who would fall out, putting the club can't deliver" the Martin's intenback where it started

Agencies Deny Pressure

per denying such tactics said. "We don't have to be geniuses to book our names 52 weeks a year But we have our list of small acts

Unions Place In Pittsburgh

Pittsburgh one of the best cities in maddening proportions.

Coaches in which they were work- cheap and no good.' ing. Ficks called Nat Nazarro Jr.. local AGVA rep. and not finding names take such advantage but him in called Jack Irving in insist it is primarily the owner's Miami. Irving called Nazarro, and fault. If the owner didn't offer all after investigating the situation this hospitality the actors would Nazzaro put a ban on all disk not take advantage of it, they jockey appearances until he had said carefully screened each show

Dee-jrys M cael, Joe Deane and Barry Kaye had street lines into halls and stores to accommodate all the teen-agers who wanted to see their tremendously popular shows. No admission was charged, but Nazarro lumped all these shows into one categor and said AGVA acts could not appear on them. However, on Thursday (19) he said that the shows would be approved if it was strictly a radio station proposition.

Closes Door On the other hand, Hal Davis, president of Local 60. AFM, closed 1949, then the AGVA head, and the door completely and said that asked to submit life insurance no musician would be permitted plans. Subsequently Dunn placed to go on a disk jockey show, re- the business with Union Labor mote or otherwise. Davis had Life. Cohen started suit against gone along with the musical acts the insurance company for \$50,who came into town to promote 000. claiming that amount in their records, but he decided to commissions. take stern measures when he U. S. District Judge Sylvestor learned that a disk jockey, Mary J Ryan denied the insurance

(Continued on page 57) represented Cohen.

who also need work. Naturally we want to sell them too. Do you blame us?"

Another agency official who also denied tie-in sales said, "We represent the finest. We never force them on buyers. Buyers themselves suggest we book the rest of the bills."

A third office said, "If we book a name, and the name insists that certain other performers be on the bill with him, we make a deal. If the name falls out for any reason, we cancel the performers on the bill we were responsible for."

Another twist of the tie-in method was one where the headliner promised an act a spot on the bill but didn't deliver This is particularly true in the case of comics who would like to work with a major singing attraction. The singer promises the job in good faith, but the comic doesn't get it because the office has somebody else on its list and tells the buyer the first choice isn't available or quotes a price that makes him prohibitive.

Martin Case Cited

Tony Martin was cited as a case in point Martin, according to various comics has promised them all a spot on his next show. But - ithout consulting Martin the tions may be of the best.

"What we resent most." said one cafe op, "is that the office American Guild of Variety Artists as a guarantee of his appearance in a cafe, before he's okayed

American Guild of Variety Artheaded by Miss Tucker wil. also
hold with the life is week season. Open talent to be to b the name falls out we're stuck at a high price with an act that doesn't mean a thing.'

> Another beef, this one aimed at the names, not at offices, is the advantage some attractions take of operators Two club owners said that headliners bought suits of clothes and golf clubs, and had them sent C.O.D to the club When the op deducted the cost from their salaries, there was bitterness 'We will pay a bonus to any attraction that does business," said one cafe man "But we resent the actor's assuming that it's coming to him."

> > Object to Cuffing

Another club said some names PITTSBURGH, Nov. 14. - Rec- had snowballed the habit of inord artists who have long found viting their friends on the cuff to the country for promotion were don't object to friends. The more dealt a severe blow last week customers the better. But when when both American Guild of the headliner signs the tab and Variety Artists and American we subsequently want to deduct Federation of Musicians placed it from his salary the roof falls in. restrictions on disk jockey shows. We had one headliner here for The fuss started when the Ames \$6,000 a week, or \$12,000 for two Brothers' manager Bill Ficks, weeks. His signed tabs during found out they were scheduled to that time were \$2,600. That's make an appearance at a teen-age more than we made. But we had dance a few miles from the Twin to okay them otherwise we are

Agents admitted that some

4-Year Insurance Sauabble Settled

NEW YORK, Nov 14 .- A fouryear-old legal fracas involving commissions on the life insurance policies issued free to members of the American Guild of Variety Artists by the union was settled out of court last week for an undisclosed sum of money

David Cohen, insurance agent, was called in by Henry Dunn.

to dismiss the case. A settlement

Davis said that he felt the disk Austrian & Lance, attorneys,

THE BILLBOARD

All Pub Levels Alarmed by Decline in Pop Sheet Sales

See Need for Re-Examination of Pricing, Mdsg., Discounts, Margins

Continued from page 1

140,000 copies. Last year, the rack sales is causing a re-orientation took 97,000 copies, and just six of thinking among many publishmonths ago, it took 87,000 copies. ers. "The publishing business," The rack of course depends upon one publisher said, is becoming supply and demand, and the increasingly performance-based. demand for sheet music.

Returns from the rack are run- business." ning higher than ever. In the middle '40's, returns from the rack were 10 to 20 per cent, on an average. Today, returns are run-ning considerably higher, some-times as high as 90 per cent, and Higher Court

PLAN CONTEST

NBC, Trinity, M-G-M Boost 'Girl, Today'

National Broadcasting Company, Trinity Music and M-G-M Records are combined in a major promotional drive centering around the diskery's Jimmy Ley-den's Serenaders' recording of "The Girl of Today." The tune is published by Trinity, and the lyrics make note that the "girl of today" watches TV early in the morning. "Today," of course, is the name of NBC-TV Dave Garroway show.

NBC-TV affiliate stations are currently plugging the M-G-M disk. On Tuesday (17), the disk Sacks, vice-president and genwill be the center of a major hype eral manager of the RCA Victor on the show itself. On November record department, this week 23, the network will announce a clarified the firm's thinking and national "Girl of Today" contest. planning along the lines of new National magazines and newspapers will be used to promote the contest. The promotion will rated on the report (The Billrun thru to February 15.

brought to New York for the selection of the ultimate winner. the label's debut for early next They will be flown in by Capital year, "after we've established airlines. Final judging will be on Label 'X'." the Garroway TV show. The winner will be outfitted by Milly for Jimmy Hilliard, recently

hard put to it to remain in

Another publisher remarked use.

Against Goody

from selling Cetra LPs below fair-traded prices, granted last affirmed a previous order joining care." NEW YORK, Nov. 14. - The Capitol Records as plaintiff with (Continued on page 48)

Music Dealers Service now takes | rarely as low as 10 per cent ex- | that in his own operation, with about 77,000 copies of sheet mu- cept in the case of a smash hit. sheets at their present low ebb, it sie. In 1946, the rack figure was | The slow pace of sheet music was necessary to nurture and exploit every facet of the copyright in order to stay in business. Mechanicals, heretofore regarded by many as primarily of importance as a medium of exploiting song steady attrition of the rack over | . . . "Without that performance material so as to spark sheet the years indicates a decrease in money quarterly, we would be sales, must be considered as income itself, and hoarded-ditto synchronizations and every other

> The relationship existing between jobbers on the one hand and dealers on the other has grown extremely sensitive. A leading jobber, bitterly scored the attitude of publishers whom he accused of suffering from inertia and inept merchandising. "These publishers," he said, "take the position that their songs are like NEW YORK, Nov. 14. — The Windsor Crown jewels, and that injunction barring Sam Goody the people will buy them at any cost. This is ridiculous. The public is very price conscious." He spring, has been upheld by the elaborated by noting that "some Appellate Division of New York publishers, of course, are in a Supreme Court. The court also position where they need not

> > Jobbers generally feel that the

BENNETT'S 'RAGS' IS BB POP TOPS

NEW YORK, Nov. 14. -Columbia Records' slicing of "Rags to Riches" with Tony Bennett hit the top of The Billboard's best-selling pop charts this week. This is the first Columbia slicing that has grabbed the No. 1 spot since "Moulin Rouge" with the Percy Faith ork. "Rags to Riches" was in fourth place last week. Columbia now has four records on the best-selling chart, including "Istanbul" with the Four Lads, "Mission of St. Augustine" with the Sammy Kaye ork, and the Mariners' "I See the Moon."

Disk Industry Ass'n Gets 5 **New Members**

NEW YORK, Nov. 14. - Five more record manufacturers have joined the Record Industry Association of America, Inc., according to John W. Griffin, the trade association's executive secretary. New members are Apollo, Benida, Cadence, Mood and Replica.

The association's membership met Thursday (12) at the New York Athletic Club, Meeting was one of the RIAA's regular sessions during which members air their trade beefs and discuss sug-(Continued on page 48) gested activities for the future.

London Records Will Release French Label

NEW YORK, Nov. 14.—London Records will release 20 LP's bearing the L'Oiseay-Lyre label early in January, under a new arrangement recently negotiated between E. R. Lewis, president of British Decca, and Mrs. Louise B. M. Dyer, noted musicologistpublisher. It will be the first time London has distributed a label other than its own since 1949, when its deal with Deutsche Grammophon was terminated. The first release will be followed by others on a regular schedule.

Altho L'Oiseau - Lyre has a substantial catalog of works recorded over the past 15 years, all those to be issued by London will be newly recorded. Sessions will be run by Mrs. Dyer, who heads the French firm, but the tapes will be processed by British Decca in London under the FFRR system. In some cases British Decca artists will be featured. Lewis' firm will also distribute the disks in Europe.

Works to be recorded by Mrs. Dyer will consist largely of "neglected" classical works that are rarely performed today.

RCA Rushes Pop Diskings

NEW YORK, Nov. 14. - RCA Victor's pop a.&r. chief, Joe Carlton, is staging a special rush disk session today here with Eddie Fisher to cut "Oh, Mein Papa," the continental import which has been kicking up quite a fuss in many cities via the Essex Records

Fisher will cut the tune with a lyric just penned here for publisher Shapiro-Bernstein. Victor will master the disk the same day and put in on the press immediately. Shipments to distribs and dealers will be rolling on Monday morning, according to the label.

More quick action by the label on current tunes include the release this week of Pee Wee King disk coupling of "Changing Partand a heavier issue on or about ners" and "Bimbo." The diskery Sacks told The Billboard that moppet Bru ie Weil, Backing (Continued on page 42) | top tune "Poppa Piccolino."

Victor's New Label Planning Amplified by Manie Sacks

By JOE MARTIN

NEW YORK, Nov. 14.-Manie labels, mass merchandising and lower-priced lines. Sacks elaboboard, October 31) that Victor Eight fem finalists will be would enter the 35-cent record field by pinpointing the time of

Present Victor planning calls (Continued on page 48) named Label "X" artists and rep-

ertoire chief, to handle the a.&r. be called Label "X." The date duties for the 35-cent line. The for launching Label "X" is Janudisks will be sold on a direct ary 1. Hilliard will start recordbasis to syndicates, chains, super- ing for that date about December markets, drug and similar outlets, 1. Plans call for recording pop, with current RCA Victor distrib- country and western, and rhythm utors in for a possible over-ride and blues records. Also planned on sales in their territories. The is an analysis of the children's label will use new talent, cover record market which may lead to the top 10 or 15 tunes of the day | the issue of kidisks. Also planned and a few standards. Standards, are album releases-about 25 said Sacks, would probably be cut packages during the first year at those disks sessions where the of operation. label would desire to fill out recording time.

It is not yet certain whether the 35-cent line will be issued on 7inch, 78 r.p.m. or 7-inch, 45 r.p.m. records, or whether the disks would be pressed via the compression or injection moulding methods. Sacks also envisions many of the current retail record

handed the project in a Billboard story months ago. It is even possible, he said, that the line would

a sales manager for Label "X" latter side is England's current

The first package release about

March may consist of six albums

with one per release thereafter

September.

A quarterly report issued to satire, "St. George and the Drago-shareholders by President Glenn net." E. Wallichs revealed an increase of 11.6 per cent over the 1952 period, with earnings showing a

Net income in the 12 months charges, including provision for federal taxes, was \$709,625, equal after preferred divides a sequel after preferred dividends to \$1.47

income, but after all other charges, components. totaled \$1,750,625, with federal taxes accounting for \$1,041,000. In meeting at the Palmer House Nothe preceding 12 months, before vember 17-19, and intends to make providing for federal taxes of the high-fidelity standards, if ap-\$514,000, but after all charges, the proved, available to the Federal net income was \$953,721.

than-average appreciation of mu- Records at the time of the alleged taken many stride in expanding for the radio-television industry (frequency modulation) is consid- sey Cowan, of Wilzin & Halpern, Further investments are also be- expansion plans during the meet.

RCA Victor has not yet settled on a name for Label "X"—a tag handed the project in a Billboard Cap's Fiscal Sales Push \$16 Mil Mark HOLLYWOOD, Nov. 14.-In the eral major hit records in recent

c ortionately greater increase.

home and abroad. The firm re- held December 7.

Capitol has come up with sev- terly session.

12-month period ended September months with the Les Paul-Mary 30, net sales of Capitol Records Ford version of "Vaya Con Dios," amounted to \$15,965,414, compared Ray Anthony's instrumental renwith \$14,312,017 reported for the dition of "Dragnet," Pee Wee corresponding period of last year. Hunt's "Oh" and the Stan Freberg

Hi-Fi Topic

CHICAGO, Nov. 14. - One of per share on the 476,230 shares of the main topics slated for discuscommon stock outstanding. In the sion at the fall quarterly meeting preceding 12 months, earnings of the Radio-Electronics-Televiwere \$439,721, equal after pre-|sion Manufacturers' Association ferred dividends equal to 78 cents will be the recommendation for a definition of minimum standards Profits before federal taxes on for high-fidelity equipment and

The association is holding in Trade Commission for inclusion in In recent months, Capitol has the proposed trade practice rules the company's operations, both at when the final FTC hearing is

cently opened a completely According to James D. Secrest, equipped recording studio in New executive vice-president of York, which now gives the com- RETMA, the group wi also conpany major studios on both coasts. sider further reorganization and erably higher than that of the is expected to file a notice of ap- ing made in the company's for- Twenty-six group meetings are scheduled for the three-day quar-

HI-FI ENTHUSIASM

Industry Holds Survey As Guide for Future

By STEVE STICKEL

two surveys were conducted re- fidelity. cently during the First Annual Sight and Sound Exposition at the Palmer House here.

the survey drew a composite pic- uable asset to hi-fi dealers. ture of the typical high-fidelity enthusiast.

According to the analysis, the enthusiast is a white-collored married man with a good income, be-

JOY ACQUIRES HAWAIIAN DITTY

NEW YORK, Nov. 14.—Joy Music, Inc., has acquired a Hawaiian ditty, "Fish and Poi," which is currently being shown to a.&r. men for early recording. The tune, penned by Jack Pitman and Bob Magoon, is currently the No. 1 ditty on Honolulu hit parade. This is the first time that a tune written in Hawaii has topped the American items in popularity in the Pacific Island.

tween the age of 21 to 45 years, with some pretty definite ideas of CHICAGO, Nov. 14.—The plan- what he wants in hi-fi products ning and designing of any product and thinks of his hobby in terms is a chore that requires consider- of an equipment investment of able care and research. To answer somewhere between \$250 and questions which might arise in the \$1,000. He owns an extensive recminds of the people who design ord collection and this, in many and build high-fidelity equipment, cases, led to his interest in high-

manufacturers, showing at the ex- swer to the suit instituted by position next fall, a guide by More than 21,000 persons at- which to plan their displays, tended the exposition and filled equipment and sales promotion. out regristration cards from which | The results were said to be a val-

> exposition, said: "With thousands charges and allegations. of prospective customers visiting tions of high-filedity products, Lang over the disposition of audio and television, recording Lang's share of Ray's earnings is and allied products, the show will void. The claim is made that a offer to manufacturers and distributors as well as dealers and ler claims to have would be void preview of the hi-fi market."

The hi-fi enthusiast, the survey also revealed, is a relative newtronics hobby, and has a bettersic and fidelity of sound reproduc- agreement. tion. He is not primarily a "price

Mr. Average's interest in FM On Monday (16), attorney Halgeneral public, and so is his pur- pearance. Cowan will represent eign operations. chasing power.

on his new hobby.

Lang Answers **Kessler Suit**

NEW YORK, Nov. 14.—Bernie Lang, personal manager for John-The survey was designed to give | nie Ray, this week filed an an-Danny Kessler and assigned to Rochelle Lewis, which sought a share of Lang's income from Ray. Lang's answer, filed in Federal Court by attorney Jack Katz, was S. I. Neiman, president of the a general denial of Kessler's

Lang's reply claims the alleged the many displays and demonstra- agreement between Kessler and contract of the type which Kesssound specialists, an invaluable because there was no consideration involved on the part of Lang, because the contract is not in writing, and because it would viocomer to this fascinating elec- late penal statutes, since Kessler was an employee of Columbia

Lang also claims that the Fedshopper," and most important, eral Court has no jurisdiction, seems to have sold his wife well since there is no diversity of citizenship,

Ray.

Copyrighted material

4. Indirect pressure has been

put on distributors by some lines

not to carry a competitive, or

possibly competitive new label.

Epic-Okeh Line

ness of the distribution problem

facing a new label, the new Epic-

number of cities in setting up the

desired distribution. Part of this

was due to pressure from other

diskeries. Part, however, is due to

a lack of distributors and an over-

fighting for distribution, the

struggle on the part of the new

indies is even harder. A new

indie label in the pop field, for

example, must go to a distributor

on the distributor's terms, with

the label's first releases at least.

This may involve special price to

With even the large diskeries

abundance of lines.

As an indication of the serious-

PUBBER FIGHTS

G&G Ships Fisher's 'Fool' To Deejays

NEW YORK, Nov. 14.-How a publisher fights to get a song released was strikingly demonstrated this week when Gale and Gayles Music shipped copies of Eddie Fisher's English waxing of "A Fool Was I" to deejays in many key cities. The Fisher cutting, never released here, is on HMV Records overseas and is now getting a lot of action in England.

The story goes back to last April, when Eddie Fisher cut the tune for RCA Victor, and Nat Cole cut it for Capitol. The Cole record was issued, but the Fisher disk was not. At the time, RCA Victor had a Fisher side riding. About a month ago, however, both the Nat Cole record and the Eddie Fisher record were released in England. Cole's was on Capitol and Fisher's on HMV. Gale and Gayles Ltd., the music firm's new English affiliate, immediately informed the pubbery here that the disk was available in England and grabbing deejay spins.

Gale and Gayles rush-ordered 100 HMV slicings, which arrived here this week. By Friday (13), the platters were in the hands of a number of jocks, and getting spins. The publisher is hopeful that these spins will create enough demand on the part of distributors and dealers to force the release in the States.

Mantovani May Do Tour of U. S.

LONDON, Nov. 14.—Orchestra leader Mantovani has just signed here will be maintained, with a \$30,000 contract with impresario Harold Fielding for a lightning concert tour of his 42-piece band around Britain and Germany starting November 23. The Fielding office has also been negotiating with a New York agent for a six-month United States concert tour for Mantovani, including a Carnegie Hall date, commencing September, 1954.

Entry into the United States by 15 key Mantovani men is understood to have been cleared by the American Federation of Musicians. Only item waiting final okay is the dough, and no snags are anticipated on that point this side. Mantovani's "New Music" first hit the pop headlines with his Decca waxing of "Charmaine." Since then he has released a steady stream of hits including "Lovely Lady," "Some Enchanted Evening," "Moulin Rouge," "Swedish Rhapsody" and "White Christmas." The ork's characteristic "singing strings" effect is not -as many people fancy-gained thru use of an echo chamber, but by packing the band with 70 per 45 per cent are violins.

PARAMOR DISK TO BACK 'PAPA'

NEW YORK, Nov. 14 .-Dave Miller, Essex Records' topper, is rushing the release of an EP and LP package by English trumpeter Eddie Calvert, who's featured on the diskery's imported click, "Oh, Mein Papa." To make doubly sure of catching any additional action which may be created by "Papa," Miller is also issuing a single disk featuring the Norrie Paramor ork, which backs Calvert on "Papa." The Paramor disk will be "Callahan's Monkey," written by the English team which wrote both "Meet Mr. Callahan" and "The Red Monkey."

Raphael Exits Disney Music

NEW YORK, Nov. 14. - Walt Disney Music will undergo a complete re-organization as a result of the resignation of Fred Raphael from the firm this week. Raphael, veepee and general professional manager for the past four years, left to form his own pubbery, Fred Raphael Music Company.

According to a spokesman for the Disney firm, the pubbery intends to return to the same purpose for which the firm was originally organized, to work on scores from its own motion pictures. After the re-organization is completed, there is a strong possibility that Mac Kooper, Eastern professional manager of the firm, who also resigned this week, will rejoin the Disney music company.

In Hollywood, the offices will be moved to the Burbank studio of Walt Disney Productions. Abe Glaser will head the office, with veepee Jimmy Johnson exercising all-over supervision. The office Cathy Page in charge.

Raphael's new firm will be affiliated with ASCAP. Raphael will own 51 per cent of the pubbery, with the balance held by a group of five motion picture producers and directors. While with the firm Raphael was responsible for a number of pop hits including "Bibbidi Bobidi Boo" and "Mule Train," and supervised the "Peter Pan" and "Alice in Wonderland" film music.

Indie Diskers Face Growing Struggle With Distribution

Limited Distribs for Abundance of Labels Cause Intense Competition

By BOB ROLONTZ

record companies, especially new diskeries, and even new subsidiary labels of the larger firms, are now engaged in the toughest competitive battle for adequate distribution in many a year.

The problem of distributionone that has plagued the industry for a long time—has assumed even more serious proportions over the past few months, as more and more firms have found out that it is mighty rough to obtain a distributor in many areas unless they can service him, from scratch, with a hit. And the competition for distributors is in all phases of the business, including pop, country, r.&b. records and classical.

Basic Reasons

The reasons for the rough and tumble battle for distribution on most important being:

labels in the last few years, mak- Star Is Born."

in force for a number of years.

not carrying a Local 47 card places

necessary after continued com-

Policing of the situation became

the group in that classification.

Coast AFM Bans Road

Orks at Party Dates

ing for a plethora of labels from the indie distributors on smaller NEW YORK, Nov. 14.-Indie which a distributor can choose, labels. puts the distributor in the driver's seat.

There are now fewer distributors than at any time since the war, as the weak distributors have passed from the scene and the stronger ones have opened branches in various cities.

3. First Decca, then Columbia Okeh line, a Columbia subsidiand now RCA Victor have started ary, has had some difficulty in a subsidiary labels using new distribution, thus eliminating to some extent the dependence of

Para Signs

NEW YORK, Nov. 14.-Veteran songwriters Ira Gershwin and Harold Arlen have been signed the part of the new indie firms is by Paramount Pictures to write due to a number of factors, the the score for the next Bing Crosby film. The same team's 1. The great increase in the first joint effort is the recently number of new and subsidiary completed Judy Garland film, "A

Song Team

(Continued on page 18) U. S.-Jap Pact

On Copyrights WASHINGTON, Nov. 14.-A "substantial improvement" in copyright protection for American composers and authors whose material is used in Japan will result from a U. S.-Japan agreement an-

used in Japan under the same copyright protection as Japanese, the new agreement extends protection to disks, and gives com-10-year copyright for translations

nounced this week by the White

House. Putting American works

into Japanese. The reciprocal arrangement, tied

into the Japanese peace treaty, will be effective for four years and is retroactive to April 28, 1952, the date the treaty became effective. The White House announced that permanent copyright protection will be negotiated as soon as possible. The agreement was accomplished by an exchange of diplomatic notes in Tokyo and presidential proclamation here, and replaces a law in effect from 1905 until the war, under which Japanese had the right to translate American works without

Riccardi Death Leaves Big Gap in Show Fields

NEW YORK, Nov. 14. - The president of the American Federanot only for the AFM but also for several important facets of show business, chiefly the recording cent string instruments-of which and transcription industries, and

For Riccardi, who died Wednesdeath of A. Rex Riccardi, first day (11) at Memorial Hospital assistant to James C. Petrillo, here, had specialized in these areas and had been to a large tion of Musicians, poses a problem degree instrumental in promoting amicable union-management relations in these fields.

In a very real sense he was not only invaluable to Petrillo and the executive board, but also to the upper management levels of the vast mechanical music industry, with whose problems he was fully conversant.

Case History

Riccardi, who was 52 years old, was born in Philadelphia June 13, 1901. In early years he was a professional musician, his instruments being the bass viol and cello. He joined Local 77, Philadelphia, in 1918. Prior to joining the AFM's national office, he served Local 77 as chairman of executive board, as a delegate to AFM conventions and as a vice- paign for the "Kiss Me, Kate" film president.

From 1935 to 1943 he was secretary of Local 77. Following this tenure at Local 77, he was elected a member of the International Executive Board and was appointed an assistant to Petrillo. In later years he became the first days prior to the opening of the

nine years.

Surviving are his widow, the former Rose Parlante of Philadelphia, and a young son and daughter, Rex Patrick and Lynn,

was in Holly Cross Cemetery.

HOLLYWOOD, Nov. 14.— plaint on the part of smaller loca-American Federation of Musicians tions that normally do a sizable Local 47 will henceforth rigidly volume of private party business. enforce the union bylaw prohibit- The edict will mean that locations ing traveling bands from playing such as the Hollywood Palladium private party dates in this area, and the Cocoanut Grove will Augie Augustine, head of the henceforth not be permitted to union's casual department, dis- use any other than local bands closed that the bylaw is one car-ried by most of the AFM locals such as the Palladium and the locals such as the Palladium and the thruout the country and has been Grove have the advantage of buying power when dickering for pri-Augustine emphatically stated vate party dates, in that they can that the regulation in no manner supply name bands at a price whatsoever concerns the use of lower than that of the smaller standby musicians. In defining a locations, since the band has al-"traveling band," Augustine indi- ready been booked in at a fixed cated that any member of a band price. On a pro rata basis, the Palla-

dium and Grove can outbid their competitors by as much as twice the price their cohorts in the biz would have to pay.

Indicative of the situation is the current string of dates the Palladium has booked thru the Christmas season. Benny Strong is booked into the dance hall for six weeks, with four of them hosting private parties, during which the Palladium will be closed to the general public. Strong is a local band. However, were a traveling band booked to play the schedule, i. e. Dick Jurgens, they would not be permitted to fulfill the dates.

Augustine declared, tho, that all existing contracts held by locations will be honored by the union.

Both the Palladium and the Grove have asked Local 47 for a

"local bands."

MGM Campaign To Push 'Kate'

NEW YORK, Nov. 14.-M-G-M studios and the M-G-M diskery the trial board, member of the are combining to stage a heavy advertising and promotion camand sound track album package. Plan calls for buying five-minute, one-minute and chain break announcements on many radio stations and for a national "Kiss Me, Kate" song contest.

> Spots will be run about nine film in each city, with a saturation campaign scheduled for the three days prior to the opening. The contest is being run to offer 52 city-wide prizes to listeners, prizes for disk jockeys who receive the two largest mail responses in each city, and three national prizes for station man-

The studio and record company affiliate are supplying stations Services were conducted in with much promotional material. firms on "The Band Wagon."

payment of royalties. Carl LeBow

Heads Deluxe NEW YORK, Nov. 14. - Carl LeBow, formerly with Apollo Records, has been appointed a.&r. head of the Deluxe label, an affiliate of King Records. The signing of LeBow, who had been recording and sales director at Apollo, list of what they determine to be marks the re-activation of the Deluxe line.

> The contract LeBow has with King, described as a "highly profitable" one, includes an interest in Franklin Music, new Broadcast Music, Inc., firm affiliated with Deluxe, and permits him to continue his active participation in artist management. LeBow currently manages the Five Royales and Charlie Ferguson. In less than a year the Five Royales have become one of the hottest r.&b. names. In that time, the group has had four hit records.

> LeBow's contract is principally for r.&b., but will cover pop, and possibly c.&w., as well, for De-luxe. He will headquarter in

King's office here.

HE PRACTICES HIS PREACHING

NEW YORK, Nov. 14. - It was only a week ago that attorney John Schulman set the music industry buzzing by filing a \$150,000,000 antitrust suit against the broadcasters and BMI on behalf of a group of cleffers. Leaving the storm far behind, the legalist will spend the next few weeks in cloistered calm lecturing on copyright law at the University of California at Berkeley.

Songwriters' Suit Has Trade Mulling Outcome

NEW YORK, Nov. 14.-Consid- gained credence among the less erable sober reflection has now replaced the initial emotional reaction which accompanied the filing of the songwriters' suit against Broadcast Music, Inc., and other defendants. A number of pertinent points are being argued, among them the possibility that perhaps it is futile, and maybe unwise, for any segment of the music business to hope for the the restoration of the old - or pre BMI-order of things.

In the last several years, a number of old-line publisher members of the American Society of Composers, Authors and Publishers have privately indicated their belief that no purpose would be served by breaking up BMI. "We would again be a monopoly," is the statement of one who crystallized the thoughts of many. This trend has gained increasing acceptance despite the extremists that the above view is not shared who have held to the thesis that by many who have also examined the feud was necessarily one of the music licensing picture with epic proportions—that it must be a penetrating eye. "either us or them" by 1959, the According to this not inconsidexpiration date of the AM con- erable faction, BMI's divorcement

tract. Another line of thought has

emotional of the factions. This is the belief that should BMI ever be divorced from the broadcasters, the competitive picture would by no means be eased in favor of the plaintiff cleffers, or in favor of ASCAP publishers. The converse is more likely.

It is believed with firm conviction that a BMI, standing independent of the broadcasters, would bring to the music industry a vigorous and aggressive merchandising policy which would outstrip the licensing organization's present promotional efforts - which already are regarded as excellent. In fact in some fields, as the acquisition of writers, the organization would make efforts far exceeding its present activity.

It should be stressed, however,

from the broadcasters would re-(Continued on page 18)

assistant. Riccardi was a member of the Atlantic City, New York and Larchmont, N. Y., locals also. He lived in Larchmont for the past

respectively.

Philadelphia today (13) from the A similar campaign proved suc-St. Louis Catholic Church. Burial cessful for the movie and disk Continued from page 1

song, aside from the newer crop of artists, include Bing Crosby, Guy Lombardo, Jimmy Durante, Spike Jones, Sammy Kaye, Red Foley, Eddy Howard, the Three done in pop, kiddie, country and

MUSIC

14 of Kenton Crew Injured On Turnpike

CARLISLE, Pa., Nov. 14. — Fourteen members of Stan Kenton's orchestra were injured, four seriously, on the Pennsylvania Turnpike near here Wednesday (11), when a bus in which they were riding crashed into a tractor-trailer rig.

Kenton was traveling in the other vehicle of a two-bus caravan when the accident occurred. The band was en route from Newark, N. J., to Pittsburgh at the time of the accident.

Members of the Kenton band admitted to the Carlisle hospital were George Morte, manager, cuts of the face and body; Ziggy Minichello, fractured nose and lacerations of the face and head; Robert Burgess, cuts and abrasions of the face and right knee, and Peggy Condoli, back injury.

Treated and discharged were Frank Diorio, laceration of the right wrist and scalp; Robert Dockstader, lacerations of the face and left leg; Frank Rosalino, point up an interesting quirk in fractured nose; Gertrude Rosalino (Rosalino's wife), cuts and bruises tween American and European of the face; Tony Ferino, lacerations of the forehead; Don Bagley, bruises of the legs and chin; Willis Hilman, abrasions of the legs; Milton Gold, cuts of the chin and lower lip; Sal Salvador, cuts of the nose and right knee, and tributed here by RCA Victor. Stanley Levey, scratches of the

1953 XMAS "HIT" "MISSUS SANTA CLAUS"



ON MGM RECORDS |

11626

LESLIE "UGGAMS" **CRAYNE**

SHEET MUSIC AVAILABLE

LAERTEAS MUSIC CO. 1650 Broadway New York 19

MEET TERESA BREWER'S

NEW BOY FRIEND **EBENEZER** SCROOGE TENNESSEE WIG-WALK

Village Music Co. Hometown Music Co.

New York 19

Frankie Laine's Smash Hit . . The Terry Theme from

From "Limelight" -vocal-BOURNE, INC. western, and rhythm and blues categories.

"Rudolph" has charmed the British. It has been No. 1 in England for the past three Christmas Suns and Mitch Miller. It's been seasons and has achieved somewhat the status of an old English carol. The "Rudolph" Technicolor film which has been shown in some 5,000 theaters annually in the United States is now being handled by Chappell, Ltd., in

> "Rudolph" has sold a total of 1,700,000 copies of sheet music. Publications, which include some 45 arrangements and editions covering educational, band and standard fields, include copies for xylophone and marimba, flutophone and toneete, accordion, etc.

> Johnny Marks, writer and publisher, has added staffers Jerry Lewin, Joe Whalen and Dave Kent to the current season's personnel to plug "Rudolph" and the firm's other Christmas material, including "The Night Before Christmas" and "When Santa Claus Gets Your Letter."

ANGEL

New Label's First LP Has HMV Talent

NEW YORK, Nov. 14.-Release of the first LPs bearing the Angel label, due out next week, give-and-take arrangements berecord companies. Angel is a wholly-owned subsidiary of the British Columbia segment of Electric and Musical Industries, which also owns HMV. The latter catalog has long been dis-

But several sets in the initial Angel batch, among them two cut by conductor Issay Dobrowen, feature HMV artists always promoted here under the Victor imprint. The current HMV-Victor contract is understood to contain a clause requiring the latter to pick up available masters within a specified time or free the disks for distribution elsewhere. In this instance "elsewhere" is Angel.

Light Heads **Prom Sales**

NEW YORK, Nov. 14. — Prom Records, low-priced disk label produced by Synthetic Plastics, this week named Enoch Light as national sales manager. Light will also continue to handle his present artists and repertoire duties for the label. Double position is in line with the diskery's thinking that the business of getting quick coverage on current hits requires

close contact with retail outlets. Prom also signed trombonistorkster Bobby Byrne and singer Dick Brown. Diskery this week issued its first Vincent Lopez ork

Hwd. Songwriters Combat Sharks

HOLLYWOOD, Nov. 14.-In an effort to combat the growing side investments, attracting creamenace of song sharks constantly invading the music business, local songwriters have banded together via an organization known as Musi-Lyr.

Group will deal with no publisher or recording company un-less they have either a BMI or ASCAP license or are licensed by the American Federation of Musicians for recording purposes.

Added stipulation concerns a mandatory no-fee rule, which ment released by BMI president might be charged to songscribes Carl Haverlin Monday (9), the for any number of devious serv-day the suit was filed. He said in ices supposedly performed by part: "All of the songwriters who song sharks.

a thorn in the side of Broadcast charges made in the complaint Music, Inc., and of ASCAP is evi- are a rehash of charges which denced by the growing practice ASCAP has been making for contract" to aspiring songwriters. Gimmicks used run the gamut from non-existant contests, unized music and lyric consultants' whose fees start at a "you name it" figure.

Musi-Lyr headquarters in nearby Pasadena.

INTRA-MURAL BATTLE RAGES

NEW YORK, Nov. 14. -Tradesters are watching with more than ordinary interest a bubbling intra-mural tussle between Decca and its lusty subsidiary, Coral. Each is bending all efforts to establish its own version of "Heart of My Heart," cut by the Cornell-Desmond-Dale Trio on Coral and the Four Aces on Decca, with both slicings currently moving well. Regardless of which disk wins out, tho, the black ink will be entered on the consolidated income report of Decca Records, Inc.

HODGEPODGE

Outlook for 'Himberama' Not Bright

NEW YORK, Nov. 14.-Richard Himber Friday (13) unveiled his magic - comedy - music fracas which has been looming for production over the past several seasons. It was supposed to go on view a couple of weeks back at Town Hall, which belatedly de-cided that "Himberama" was not precisely its cup of tea. So the maestro made a deal with Carnegie Hall to give his potpourri an initial viewing. Maybe Friday (13) is an unlucky date, but "Himberama" doesn't look to spark much future cash interest either at Carnegie Hall or any a hodgepodge and a dud.

It's too bad, because there are spots in it that are very good indeed. However, Himber asks of Commerce in Springfield, Tenn. for it. He goes cute. Via an invertedly printed program, he Paris Airs U. S. Disks invites blame for himself, as producer-writer-director of the show. Personally, he is a better than fair magician-as far as mechanical tricks are concerned. But where his manipulation is good, his production pattern is strictly for the birds.

When he batons his ork, that is something else again. There he's on the beam. Maybe, he is like the opera singer my father sell insurance on the side. All the insurance people thought he was a great tenor, and Metopera thought he was a hell of an insurance broker.

Bright Spots Cardini is up there making his time.

situation, of course, undergoes than one city. accepted part of the distributors' billing.

Continued from page 17

The great number of lines makes it easy and natural on the part of distributors to push only the hits. In some cases a distributor may carry as many as 40 pop

It is impossible for the distributor to push all of the records in the line; so he works on the top sellers from each of the lines. The label that does not come up with hits is in bad shape, since its disks, even if they are steady sellers, do not get the promotion that the big ones do.

The lack of distributors also causes heartache on the part of the indie labels. If a distributor is not doing a good job on their lines, there is often no one to turn to in that territory, and thus the manufacturer is forced to keep that distributor. With many distributors today having branches

Dee Kilpatrick To Chi Merc

CHICAGO, Nov. 14.-Dee Kilpatrick, country, western and up, with the advent of LP, their rhythm and blues a.&r. man, has own distribution system, using been transferred to the Chicago one or two "classical" distributors office of Mercury Records.

a.&r. chores in Nashville while acting as . outhern regional director for the firm. His duties in the Chicago office will also include sales promotion.

The newly appointed Southern other theater, for that matter. It's regional director for Mercury in Nashville is Lloyd Cook, who was formerly with Capitol Records and more recently head of the Chamber

By Kenton & Hampton

LONDON, Nov. 14.—Paris radio this week aired recording made when Stan Kenton's ork visited the city a few weeks ago. In similar programs they put over tapes of Lionel Hampton's recent Palais de Chaillot concert and one made by the new Bill Coleman band.

used to tell about, who wanted to magnificent passes, or when Oorten's Teen Aces are augmenting the orchestra with superb drum thumping, things pick up to real show caliber.

DeLage and Shirley, Lew Wills Jr. and Nina Varola also add to Anyway, when Henny Young- the gaiety, but the over-all adds man is clowning in the audience up to a long, long evening which or doing bits of his best nightclub | could probably be better savored routines on stage, when Kenny in a hinterland campus or com-Delmar or Ray Middleton are in-munity concert hall. "Himberterrupting the proceedings, when ama" is definitely not for the big

Writers' Suit Excites Trade

Continued from page 17

haps its most vital tool-a well- tice. filled pocketbook. It would then be required to operate as a collection - disbursement agency in the manner of ASCAP, or as a private enterprise that must show its stockholders a profit.

In either case, it could not indefinitely stake its growth on outtive (cleffers) and commercial (pubbers) talent via financial inducements that cannot be expected to pay off in a relatively short time. It is the entire structure of guarantees that this group considers an "unfair" competitive weapon.

Haverlin Statement

Generally, BMI is loathe to discuss the suit beyond the stateare plaintiffs . . . are members of That song sharks are becoming ASCAP. The baseless conspiracy of song sharks offering a "BMI years and has never been able to substantiate. ASCAP most recently set forth these charges in from non-existant contests, un-authorized record firms peddling platters at \$4 each, to "personal-ized music and lyric consultants" in which this new action is brought. On October 13, the motion which that affidavit supported was withdrawn in the face of vigorous opposition to the mo-

move from the licensing org per- tion by the Department of Jus-

"When BMI came into existence in 1940, a mere handful of ASCAP's 1,100 writer and 140 publisher members were getting practically all of the money paid for performing. BMI was formed to establish competition and has continued to maintain competition. During the period of BMI's existence, payments to ASCAP by the broadcasting and television industry have increased from approximately \$4,000,000 to over \$13,000,000 a year. . . . Moreover ASCAP members continue to receive the overwhelming prepond-erance of all radio and television performances, phonograph re-cordings, sheet music sales and motion picture uses.

As a result of the competition created by BMI, music writing is no longer a monopoly of Tin Pan Alley. . . . Obviously this action is not being brought on behalf of all the songwriters of the United States, or of 3,000, as the complaint pretends. . . . Thou-sands of writers have received their first and only opportunity to win popular favor thru the instrumentality of BMI. We are convinced that the plaintiffs in this action are being used by the very people who still yearn for the old days of monopoly. The action will be vigorously opposed and we have no doubt that BMI's position will de completely main-

the distributor, many free copies or owning more than one disor other inducements. If the indie tributorship in one town, the comes up with a hit or if he is manufacturer may be blocked able to get action on his disks, the from shifting the line in more

Indie Diskers' Struggle Grows

Good Credit '

There is less dissatisfaction now than before with the credit of distributors. Most-in fact the great majority-pay on time. The reason, according to many diskeries, is that since there are so few distributors and lines are concentrated in so few hands, the distributors are making out pretty well these days.

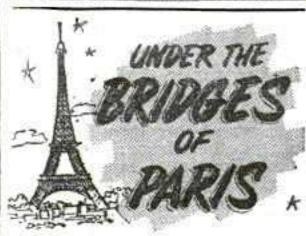
But there is dissatisfaction with the distribution picture from other angles. Distributors are trying to handle territories that are too large for intense selling, causing salesmen to do extensive selling in order to cover superficially the large areas.

Some manufacturers believe that there are too many uncovered territories in the country, places where distribution is vitally needed. Some of the cities that could use indie distributors, according to these record execs, are Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City (Mo), Denver and Seattle, Omaha, for example, is often represented out of St. Louis, which is more than a brief trek for any salesman.

Classical Labels Classical indie diskeries had set to handle their lines on a regular Kilpatrick formerly handled the distribution basis for a large number of States, such as the entire South or the entire Midwest. However, even these classical distributors are so loaded with classical lines today that a new longhair indie has a hard time getting distribution. This has caused some classical lines to seek business on a store-by-store level.

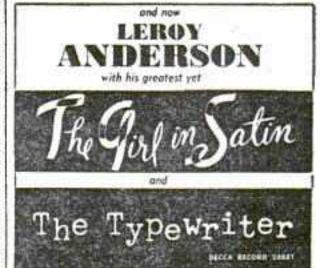
The general situation was summed up by one astute indie as follows: "No record company can sit on its chair and let the distributor sell its records. The manufacturer must make the record himself via deejay spins and other exploitation. No distributor can make a hit anyway. And once the label gets a hit, then the distributor will fight for the line, as distributors always do with a hot item. Want proof? Look what's happened to Cadence, a small but mighty hot indie."





EARTHA KITT, RCA Victor

HILL and RANGE SONGS, Inc.



MILLS MUSIC, INC.

The 300's Are Getting the Business

Many, Many thanks to all from DALE - DON md DESMO



(the gang that sang)

c/w

FALL IN LOVE TODAY

#28 VARIETY disc jockey poll, November 11, 1953 Released to d.j.'s, dealers and operators October 13, 1953

Billboard, October 24, 1953

NEW RECORDS TO WATCH

DON CORNELL, ALAN DALE, JOHNNY Heart of My Heart (Robbins, ASCAP)—
Coral 61076—The old favorite is revived in a gay spirited gang sing by the male trio. It's an infectious disk that shapes up as a powerful entry. Flip is "I Think I'll Fall in Love Today." (Witmark, ASCAP).

3-D FASTEST SELLING

#15 VARIETY Retail Best Sellers, November 11, 1953

Coral #61076

thanks for the action on our singles

Don

YOU'RE ON TRIAL

> ľM YEARNING

Corel #61068

Dale

IN OLD SORRENTO FOR YOUR LOVE

Corel #61051

Desmo

WOMAN THE RIVER

Coral #61069

SEINE

Copyrighted material

55



EPIC RECORDS DISTRIBUTORS

A-1 RECORD DISTRS., INC. 640 Baronne St., New Orleans, La. Dick Sturgell, Sales Mgr.

A & I RECORD DISTRS., INC. 521 W. 6th St., Cincinnati 2, O. Ike Klayman, Sales Mgr.

BERTOS SALES COMPANY 2214 W. Morehead St., Charlotte, N. C. Phil Goldberg, Sales Mgr.

B. G. RECORD SERVICE
337 Northwest 6th Ave., Portland 9, Ore.

W. E. Detlov, Sales Mgr.

BIG STATE DISTRIBUTING COMPANY

137 Glass St., Dallas, Texas

CADET DISTRIBUTING COMPANY, INC. 3766 Woodward Ave. Detroit, Mich. Harry Levin, Sales Mgr.

Paul J. Glass, Sales Mgr.

CENTRAL RECORD SALES COMPANY 2104 W. Washington Blvd., Los Angeles 18, Calif. James Warren, Sales Mgr.

BENJ. T. CRUMP COMPANY, INC. 1310-34 E. Franklin St., Richmond 13, Va. Joe Goolsby, Sales Mgr.

DAVIS SALES COMPANY 1724 Arapahoe St., Denver, Colo.

5. William Davis, Sales Mgr.

DIXIE DISTR. CO., INC., THE 445 Edgewood Ave., SE, Atlanta, Ga. Simon Barnett, Sales Mgr.

ESSEX RECORD DISTRIBUTORS

114 Springfield Ave. Newark 3, N. J.
Leving Cohen, Sales Mgr.

FAYSAN DISTRIBUTORS, INC. 506-20 7th St., Buffalo 1, N. Y. Norman Gloss, Sales Mgr.

GIMBEL BROS., INC. 3531 Belair Rd., Baltimore 13, Md. Jim Klompus, Sales Mgr.

HEILICHER BROS., INC. 1313 3rd Ave. S., Minneapolis 4, Minn. Amos Heilicher, Sales Mgr.

INDIANA STATE RECORD DISTRS., INC. 509 E. Washington, Indianapolis, Ind. Mel Herman, Sales Mgr.

ALBERT MATHIAS & COMPANY 113 S. Mesa, El Paso, Tex. Al Buchanan, Sales Mgr.

MIDWEST DISTRIBUTING CO., INC. 2642 Olive St., St. Louis 3, Ma. Paul Levy, Sales Mgr.

OHIO RECORD DISTRIBUTING CO. 1737 Chester Ave., Cleveland 14, O. Nathan Kulkin, Sales Mgr.

OKLAHOMA RECORD & SUPPLY 627 Northwest 2nd St., Oklahoma City, Okla. Robert C. Marquiss, Sales Mgr.

PAN AMERICAN DISTRIBUTING CORP.
P.O. Box 37, Biscayne Annex,
Miami, Fla.

PORTEM DISTRIBUTING, INC.
733 11th Ave. New York, N. Y.
Robert E. Pare, Sales Mgr.

RECORDS, INCORPORATED

255 Huntington Ave., Boston, Mass.
Cecil H. Steen, Sales Mgr.

' RECORD DISTRIBUTORS, INC. 906 Forbes St., Pittsburgh, Pa. Mel Sterling, Sales Mgr.

ROSEN, DAVID, INC. 855 N. Broad St., Philadelphia, Pa. Harry Rosen, Sales Mgr.

SEEWHY MERCHANDISE COMPANY 3-5 E. Strand, Kingston, N. Y.

Elmore Yallum, Sales Mgr.

SOUTH COAST AMUSEMENT COMPANY 314 E. 11th, Houston, Tex. Harold W. Daily, Sales Mgr.

UNITED MUSIC SALES CORP. 440 6th St., San Francisco 3, Calif. Ray F. Coen, Sales Mgr.

UNITED RECORD DISTRIBUTORS
4804 Cottage Grove Ave.,
Chicago 15, III.
Ernest Leaner, Sales Mgr.

WOODSON & BOZEMAN, INC. 733 Somerville, Memphis, Tena. Jack Brown, Sales Mgr.



.

80 8



Music as Written

Continued from page 20

Building. . . . Casey Rolfe, wife of RCA Victor's Rocky Rolfe, has left RCA and will take up new Denver chores in Jimmy Cairn's office at BMI, Inc. . . . Irv Benjamin's restaurant and nitery on the North Side has altered its policy and is now featuring the piano music of Art Hodes. In over 30 years of music show business, Hodes appears for the first time as a single act in his home stamping grounds.

Bonnie Kroll, former record promoter in New Orleans, has brought her Southern accent to Chicago to continue her record promotion. . . . Eddy Howard cut a session at Universal for Mercury Records last week. . . . Al Di Betto, local writer for the amusement trades, has taken over as amusement editor at the Garfieldian Publications and will write a weekly column. . . . Tommy Reed and his orchestra open at the Fox Theater, St. Louis, for a week beginning November 17 and follow at the Hotel Statler, Buffalo, for two frames beginning Novem-

Pat Morrisey, new Decca artist, opens at the Black Orchid November 24. She will arrive in town a few days early to tour the deejays. . . . Georgie Shaw, Decca artist, will be in town November 19 and 20 on a deejay tour and leave for Milwaukee to open at the Town Room on November 23. Yole O'Bryn, wife of Frank York, currently with his orchestra at the Sherman Hotel, opened as a single at the Black Orchid last week. She formerly sang with York at the Porterhouse Room of the Sherman.

Hollywood

Maggie Whiting planes to Chicago for a series of one-nighters and then on to New York for rehearsals on the George Jessel TV show. Gal has been booked into New Jersey's Stage Coach Inn for three days, starting November 20. . . . Leo Diamond's second release on Ambassador pairs "Blue Pacific Blues" and "On the Mall." . . . Earle Hagen and Herb Spencer slicing "Music for Motion Pictures" as a showcase for their newly formed Music Service. Inc., firm. Mitch Dot Contract Service, Inc., firm. . . . Mitch Miller, a.&r. chief at Columbia Records, in town for an extended series of wax sessions. . . . Syd Natham, King Records, prexy, left after a week's stay here, for the firm's headquarters in Cincinnati. . . . Victor Young scoring the Re-

public flicker, "Jubilee Trail." . Jim Ameche leaving WJJD, Chicago, and joins the Peter Potter KLAC radio show as commercial announcer on November 30.

Bill Olofson, associate editor of Capitol Records' Music Views magazine, became the father of an eight-pound son, Robert, last week at Cedars of Lebanon Hospital. . . . Warren Baker, leader of the newly created "Baker's Anthon Office Dozen" recording ork, conducting a "Collector's Corner" a "Collector's Corner" on the Paul Frees radio show every Monday night. Baker will discuss and play rare records as well as interview Howard Keel set for a spot in the bio of Sigmund Romberg, which stars Jose Ferrer as the composer. Ted Weems ork as personal man-. Herb Gonauer rejoined the ager during its current engagement at the Hotel Statler. Gronauer had been Weems' road manager for two years, but went with MCA last June to head their band department in Dallas.

Philadelphia

Johnny Thompson, TV warbler, joins the Eddie DeLuca band a suburban Drexelbrook Inn. . . Perry Como due in November 21 for the RCA Victor employees' show at the Bellevue-Stratford Hotel, with Don Nicholas for the music making. . . . Sax maestro Ray Hyman branches out with a Hi-Fi music shop in the downtown district labeled Omega Custom Music. . . . Isadore Granoff, director of the Granoff School of Music, reports a bumper crop of harmonica students on the strength of the new mouth organ platter popularity. . . . Bobby Roberts kicks off the Sunday night dancing sessions at the YM-YMHA Center, with Jay Jerome, Herbie Collins, Lou Chaiken and Bill Jaffee sharing the weekly series during the season. . . . Music publisher James E. Myers, head of Myers Music and Jem Publications, has branched out into the personal management field with

maestro Ronny Andrews going

vertising office in the Brandom under his wing with an Eagle label disk bow.

Betty Reilly opened late last week for a short stay at the Top of the Park while Joanne Wheatley, backed by Lou Morgan and his band, are pulling good crowds into the Emerald Room of the Brown Palace Hotel. . . . Kirby Stone's quartet is at the Talisman Room of the exclusive Wolhurst Saddle Club where Day, Dawn and Dusk have been booked by Bob Corash to open on the 28th.

. . . One of the longest contracts in Rocky Mountain area was inked this week by Sammy Toole, manager of Taylor's suppery, with Al Fike and his gang including Buddy Green, trumpeter and single act comedian from Chi.

. . . Shorty Thompson began weekly Thursday night hoe-down at the Rainbow last week. . . . Bill Butterfield continues to draw repeat crowds into Greene's Gay Nineties in downtown Denver. . . . Johnnie Ray slated for a one-nighter at Denver Auditorium on Thanksgiving Eve.

Weiss Heads Cap C-W Bally

HOLLYWOOD, Nov. 14.—Gene Weiss, Capitol Records' Scranton, Pa., branch manager, has been named to helm the firm's country and western promotion division.

Weiss will headquarter in Nashville and assumes the post Monday (16). Move laces further emphasis on Cap's expanding country and western department, and represents the first full-time staffing of such a post by a major diskery.

Weiss will report to Capitol's national sale manager, Hal Cook, who along with country a.&r. chief Ken Nelson and Nashville branch manager Don Comstock, will attend the two-day "Grand Ole Opry" meet.

Garber Inks

NEW YORK, Nov. 14.-Another in the growing movement of bands going from label to label is Dot's signing of the Jan Garber ork, formerly on Capitol. This follows Louis Prima's switch from Columbia to Jubilee and Tommy Dorsey's leaving Decca to start his own label.

In addition, Dot has also signed Kenny Roberts and Dotty Dillard, both formerly with Coral. Randy Wood, owner of Dot, is currently on the road pushing the Hill-toppers' present hit, "To Be Alone" and "Love Walked In."

Handling Joe Carr

NEW YORK, Nov. 14. — Joe (Fingers) Carr, Capitol's honkymusic personalities. . . . Film star tonk piano disk artist, this week signed a personal management pact with Anthon Management, firm operated by Fred Benson and orkster Ray Anthony. Carr will continue to be booked by Music Corporation of America. He is now headed East from Hollywood for night club and hotel dates in this territory.

> LONDON, Nov. 14. — Rhumba leader Edmundo Ros, who doubles running the Coconut Grove nightspot with his band duties, is branching into a new field. This week he announced a tie-up with leader Alfred Van Straten to form a vaudeville, cabaret and music agency here under the title the Van-Ros Agency.

LONDON PLANS MILLER WEEK

LONDON, Nov. 14. - This week the Glenn Miller Appreciation Society held a record recital of the maestro's music at a special lunch in his honor. The Society already is planning a big Miller Week splash to tie up with Universal-International Pictures' showing here of their flick, "The Glenn Miller Story," early next year. HMV Records which released Miller's disks this side are cooperating in the venture. led material



TO SEVENTH AVE NEW YORK IS N'Y

WITH . RECORDS .

MAKE FRIENDS

Music as Written

Continued from page 20

vertising office in the Brandom under his wing with an Eagle Building. . . . Casey Rolfe, wife label disk bow. left RCA and will take up new Denver chores in Jimmy Cairn's office at BMI, Inc. . . . Irv Benjamin's restaurant and nitery on the North Side has altered its policy and is now featuring the piano music of Art Hodes. In over 30 years of music show business, Hodes appears for the first time as a single act in his home stamping grounds.

Bonnie Kroll, former record promoter in New Orleans, has brought her Southern accent to Chicago to continue her record promotion... Eddy Howard cut a session at Universal for Mer-cury Records last week... Al Di Betto, local writer for the amusement trades, has taken over as amusement editor at the Garfieldian Publications and will write a weekly column. . . . Tommy Reed and his orchestra open at the Fox Theater, St. Louis, for a week be-ginning November 17 and follow at the Hotel Statler, Buffalo, for two frames beginning Novem-

Pat Morrisey, new Decca artist, opens at the Black Orchid November 24. She will arrive in town a few days early to tour the deejays. . . . Georgie Shaw. Decca artist, will be in town November 19 and 20 on a deejay tour and leave for Milwaykee to open at leave for Milwaukee to open at the Town Room on November 23.

Yole O'Bryn, wife of Frank York, currently with his orchestra at the Sherman Hotel, opened as a single at the Black Orchid last week. She formerly sang with York at the Porterhouse Room of the Sherman.

Hollywood

Maggie Whiting planes to Chicago for a series of one-nighters and then on to New York for rehearsals on the George who along with country a.&r. Jessel TV show. Gal has been November 20. . . . Leo Diamond's Ole Opry" meet. second release on Ambassador pairs "Blue Pacific Blues" and "On the Mall." . . . Earle Hagen and Herb Spencer slicing "Music for Motion Pictures" as a showcase for their newly formed Music Service, Inc., firm. . . . Mitch Miller, a.&r. chief at Columbia Records, in town for an extended series of wax sessions. . . . Syd Natham, King Records, prexy, left after a week's stay here, for the firm's headquarters in Cincinnati. . . . Victor Young scoring the Re-

public flicker, "Jubilee Trail." Jim Ameche leaving WJJD, Chi- his own label. cago, and joins the Peter Potter KLAC radio show as commercial announcer on November 30.

magazine, became the father of an eight-pound son, Robert, last week at Cedars of Lebanon Hospital. . . . Warren Baker, leader of the newly created "Baker's Dozen" recording ork, conducting a "Collector's Corner" on the Paul Frees radio show every Monday

Anthon Office

Handling Joe Carr Frees radio show every Monday night. Baker will discuss and play rare records as well as interview music personalities. . . . Film star Ted Weems ork as personal manager during its current engagement at the Hotel Statler. Gronauer had been Weems' road manager for two years, but went with MCA last June to head their band department in Dallas.

Philadelphia

Johnny Thompson, TV warbler, joins the Eddie DeLuca band at suburban Drexelbrook Inn. . . Perry Como due in November 21 for the RCA Victor employees' show at the Bellevue-Stratford Hotel, with Don Nicholas for the music making. . . . Sax maestro Ray Hyman branches out with a Hi-Fi music shop in the downtown district labeled Omega Custom Music. . . . Isadore Granoff, director of the Granoff School of Music, reports a bumper crop of harmonica students on the strength of the new mouth organ platter popularity. . . . Bobby Roberts kicks off the Sunday night dancing sessions at the YM-YMHA Center, with Jay Jerome, Herbie Collins, Lou Chaiken and Bill Jaffee sharing the weekly series during the season. . . . Music publisher James E. Myers, head of Myers Music and Jem Publications, has branched out into the personal management field with maestro Ronny Andrews going

Betty Reilly opened late last week for a short stay at the Top of the Park while Joanne Wheatley, backed by Lou Morgan and his band, are pulling good crowds into the Emerald Room of the Brown Palace Hotel. . . . Kirby Stone's quartet is at the Talisman Room of the exclusive Wolhurst Saddle Club where Day, Dawn and Dusk have been booked by

Bob Corash to open on the 28th.
... One of the longest contracts in Rocky Mountain area was inked this week by Sammy Toole, manager of Taylor's suppery, with Al Fike and his gang including Buddy Green, trumpeter and single act comedian from Chi. . . Shorty Thompson began

weekly Thursday night hoe-down at the Rainbow last week. . . . Bill Butterfield continues to draw repeat crowds into Greene's Gay Nineties in downtown Denver. . . . Johnnie Ray slated for a one-nighter at Denver Auditorium on Thanksgiving Eve.

Weiss Heads Cap C-W Bally

HOLLYWOOD, Nov. 14.—Gene Weiss, Capitol Records' Scranton, Pa., branch manager, has been named to helm the firm's country

and western promotion division. Weiss will headquarter in Nashville and assumes the post Monday (16). Move laces further emphasis on Cap's expanding country and western department, and rep-resents the first full-time staffing of such a post by a major diskery.

Weiss will report to Capitol's national sale manager, Hal Cook, chief Ken Nelson and Nashville booked into New Jersey's Stage branch manager Don Comstock, Coach Inn for three days, starting will attend the two-day "Grand

Garber Inks **Dot Contract**

NEW YORK, Nov. 14.—Another in the growing movement of bands going from label to label is Dot's signing of the Jan Garber ork, formerly on Capitol. This follows Louis Prima's switch from Columbia to Jubilee and Tommy Dorsey's leaving Decca to start

In addition, Dot has also signed Kenny Roberts and Dotty Dillard, both formerly with Coral. Randy Bill Olofson, associate editor of Wood, owner of Dot, is currently Capitol Records' Music Views on the road pushing the Hill-

NEW YORK, Nov. 14. - Joe (Fingers) Carr, Capitol's honkytonk piano disk artist, this week Howard Keel set for a spot in the signed a personal management bio of Sigmund Romberg, which pact with Anthon Management, stars Jose Ferrer as the composer. firm operated by Fred Benson . . . Herb Gonauer rejoined the and orkster Ray Anthony. Carr will continue to be booked by Music Corporation of America. He is now headed East from Hollywood for night club and hotel dates in this territory.

> LONDON, Nov. 14. - Rhumba leader Edmundo Ros, who doubles running the Coconut Grove nightspot with his band duties, is branching into a new field. This week he announced a tie-up with leader Alfred Van Straten to form a vaudeville, cabaret and music agency here under the title the Van-Ros Agency.

LONDON PLANS MILLER WEEK

LONDON, Nov. 14. - This week the Glenn Miller Appreciation Society held a record recital of the maestro's music at a special lunch in his honor. The Society already is planning a big Miller Week splash to tie up with Universal-International Pictures' showing here of their flick, "The Glenn Miller Story," early next year. HMV Records which released Miller's disks this side are cooperating in the venture led material



AMERICA'S NUMBER ONE VOCAL COMBINATION:

featuring the great voice of JIMMY SACCA

Proudly Present Their New Albums

DOT EXTENDED PLAY 1-1006 You Made Up My Mind . Trying • Must I Cry Again • I Keep Telling Myself

DOT EXTENDED PLAY 1-1007 I Can't Lie to Myself • If I Were King • I'd Rather Die Young • P.S.: I Love You

DOT EXTENDED PLAY 1-1008 For Keeps Bouquets and Kisses • I Found Your Letter • Till Then

DOT EXTENDED PLAY 1-1009 Time Will Tell • There Is No Greater Love • Blue Eyes Crying in the Rain • From the Vine Came the Grape

DOT LONG PLAYING 105 For Keeps Bouquets and Kisses • I Found Your Letter • Till Then • Time Will Tell • There Is No Greater Love Blue Eyes Crying in the Rain • From the Vine Came the Grape



FAST SELLING SINGLES

15085 • 45-15085

I'd Rather Die Young P. S.: I Love You

Science announce development consistent

15055 • 45-15055

I Can't Lie to Myself If I Were King

15034 • 45-15034

I Keep Telling Myself Must I Cry Again

15018 • 45-15018

Trying

You Made Up My Mind

SHOOTING TO #1

A 2 Sided Hit

Dot 15105

Dot RECORDS

transpara motive appearable executive executiv

Your Best Assurance Of Greater Profits Quality Merchandise

Copyrighted material



AMERICA'S NUMBER 1

with a great Christmas Record ...

RED NOSED RENDEER

and

SAWOMNYKISSING

Most played in Juke Boxes S. DIPSY DOODLE J. Maddox... THE BILLBOARD, NOVEMBER 14

another Maddox hit, getting stronger and stronger

DOT 15102, 45-15102



PIANO STYLIST.



Best Selling Maddox Albums DOT EXTENDED PLAY 1-1000 St. Louis Tickle Crazy Bone Rag Hula Blues I Get The Blues When It Rains DOT EXTENDED PLAY 1-1001

Memphis Blues Alabama Jubilee Sweet DOT EXTENDED PLAY 1-1002

San Antonio Rose Bully Of The Town Under DOT EXTENDED PLAY 1-1003 Stardust Piano Polka Near You Johnny

DOT EXTENDED PLAY 1-1004 Why Worry Friday Night Stomp Listen To

DOT EXTENDED PLAY 1-1005 Cocoanut Grove • Little Grass Shack • Johnny Maddox Special Sioux City Sue

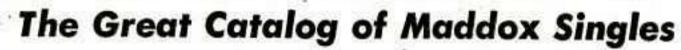
DF-102 45-DF-102 DLP-102 (AUTHENTIC RAGTIME)

At A Georgia Camp Meeting Elite Syncopation Sunflower Slow Drag Porcupine Rag Smokey Mokes

DF-104 DEP-104 Twelfth Street Rag Little Girl Johnny's

Blues Blue Danube Good-Bye Girls I'm

Alice Blue Gown The Honey Song



Rudolph, the Red-Nosed Reindeer I Saw Mommy Kissing Santa Claus

Dot 15120 (45-1512Q)

Dipsy Doodle Alexander's Ragtime Band Dot 15102 (45-15102)

Learning **Eight Beat Boogie** Dot 15090 (45-15090)

Twilight Time Alice Blue Gown Dot 15062 (45-15062)

In the Mood By the Light of the Silvery Moon Dot 15045 (45-15045) Sioux City Sue Johnny Maddox Special Dot 15021 (45-15021)

Cocoanut Grove Little Grass Shack Dot 15020 (45-15020)

Listen to the Mockin' Bird Molly Darling Dot 15015 (45-15015)

Why Worry Friday Night Stomp Dot 15014 (45-15014)

Johnny Maddox Boogie Near You

Dot 15008 (45-15008)

Star Dust Piano Polka Dot 15006 (45-15006) Under the Double Eagle My Mary

Dot 15004 (45-15004)

San Antonio Rose Bully of the Town Dot 15001 (45-15001)

Sweet Georgia Brown Dill Pickles

Dot 1057 (45-1057)

Memphis Blues Alabama Jubilee Dot 1023 (45-1023)

Hula Blues I Get the Blues When it Rains Dot 1012 (45-1012)

Crazy Bone Rag St. Louis Tickle

Dot 1005 (45-1005)

Tap Dance Records

15073 (45-15073) Tea For Two . Jealous

15069 (45-15069) Shine . Angry Peggy O'Neil • Me and My Shadow (45-15068) Margie Swanee River (45-15067) Ida • School Days 15066 (45-15066)

Dot RECORDS

> Your Best Assurance Of Greater Profits Ouality Merchandise

> > Copyrighted material -

Do You Ever Think of Me . Ain't She The Sheik of Araby . Bye Bye Black Bird Tip Toe Through the Tulips • Avalon 15075 (45-15075) Hindusion • Carolina in the Morning

Moonlight and Roses Baby Face (45-15072) You Were Meant For Me Should 1 15071 (45-15071) Blue Room . Shanty in Old Shanty Town

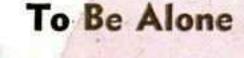
Order Today From These Fine DOT Distributors

MUSIC

ALLEN DIST. CO. 420 W. Broad St., Richmond, Va. ARISTOCRAT DIST. CO. 750 E. 49th St., Chicago 15, III. B. G. RECORD SERVICE 337 N.W. 6th St., Portland, Ore. BENART DIST. CO. 327 Frankfort Ave., Cleveland, O. BIG STATE DIST. CO. 137 Glass St., Dallas, Tex. C. & C. DIST. CO. 3131 Western Ave., Seattle, Wash. CHATTON DIST. CO. 1921 Grove St., Oakland, Calif. COLLEGE MUSIC CO. 338 Massachusetts Ave., Boston, Mass. COSHAT DIST. CORP. 315 W. 47th Street New York 19, N. Y.

Stay kot with Wort

T BEST SELLERS



Love Walked In

THE HILLTOPPERS

DOT 15105



Rudolph The Red-**Nosed Reindeer** I Saw Mommy Kissing

Santa Claus

JOHNNY MADDOX

DOT 15120



Dipsy Doodle

Alexander's Ragtime Band

JOHNNY MADDOX

DOT 15102



P.S. I Love You I'd Rather Die Young

THE HILLTOPPERS

DOT 15085



Magic Guitar

Never Let Me Go

BUNNY PAUL

DOT 15107



I've Got a Right To Cry It's Anybody's Heart

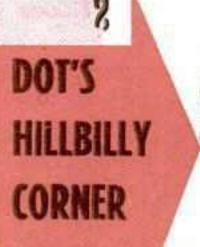
> DAN BELLOC with Dottie Dillard **DOT 15115**



Order Today From These Fine - Distributors

COSNAT DIST. CO. 278 Halsey St., Newark, N. J. COSNAT DIST. CORP. 1710-12 North St., Philadelphia, Pa. DAVIS SALES CO. 1724 Arapohoe St., Denver, Colo. GENERAL DIST. CO. 2329 Penn Ave., Baltimore, Md. HIT RECORD DIST. CO. 1043 Central Ave., Cincinnati, O. INDIANA STATE DIST. CO. 505 E. Washington St. Indianapolis, Ind. M. B. KRUPP DIST. CO. 309 S. Santa Fe St., El Paso, Tex.

LIEBERMAN MUSIC CO. 257 Plymouth Ave. N. Minneapolis, Minn. MALLORY DIST. CO. 630 Baronne St., New Orleans, La.





"The Voice With a Heart" singing

Remembering

Borrow Your Heart Just For Tonight

DOT 1182

LATCH ON TO THESE GREAT MAC WISEMAN SINGLES:

1168 Crazy Blues Rainbow In The Valley (45-1168)

1158 You're Sweeter Than The Honey Don't Let Your Sweet Love Die (45-1158)

1150 Shackles And Chains Going Like Wildfire (45-1150)

1146 Six More Miles It's Goodbye And So Long To You (45-1146)

1131 By The Side Of The Road Waiting For The Bovs (45-1131)

1126 Fire In My Heart Going To See My Baby (45-1126)

1115 You're The Girl Of My Dreams I Wonder How The Old Folks Are At Home (45-1115)

1092 Georgia Waltz Dreaming Of A Little Cabin (45-1092)

1091 | Still Write Your Name In The Sand Four Walls Around Me (45-1091)

1075 Little White Church I'm A Stranger (45-1075)

1062 'Tis Sweet Te Be Remembered Are You Coming Back To Me (45-1062)



The World's Greatest Banjo Player"

15101 Tea For Two La Golondrina (45-15101)

15100 Sleep-I'll See You In My Dreams Sweet Sue-Just You

(45-15100)

15099 The Sing Song Girl-Chinatown, My Chinatown Stars and Stripes Forever (45-15099)

15098 St. Louis Blues Baby Face-I'm Looking Over A Four Leaf Claver (45-15098)

THE NATION'S BEST



Order Today From These Fine Distributors

735 Conn. Blvd., East Hartford, Conn.

2614 W. North Ave., Chicago, III.

403 Lea Ave., Nashville, Tenn.

1117 Union Ave., Memphis, Tenn.

MUSIC SERVICE CO. 204 4th St., S., Great Falls, Mont.

3401 N. W. 36th St., Miami, Fla.

MALVERNE NEW ENGLAND DIST.

MANGOLD DIST. CO.

Charlotte, N. C. JAMES H. MARTIN

913 South Clarkson St.

MUSIC CITY RECORD DIST.

MUSIC SUPPLIERS OF N. E. 263-285 Huntington

PAN AMERICAN DIST. CO.

Boston, Mass.

MUSIC SALES



COMING UP STRONG

Blue Mist Parts 1 & 2

> **DEL COURTNEY** Jimmy Sheldon at Piano

> > **DOT 15106**



Only The Brokenhearted Farewell To Spring

JIMMY KELLIS

DOT 15913



Creole Love Call **Blue Jeans**

AL LOMBARDY

DOT 15111



f You Wuz A Bird When I Dance With You

> **PEGGY TAYLOR DOT 15110**



Heartaches

Nola

ELMO TANNER with Billy Vaughn & Orch.

DOT 15112



I'm So Crazy For Love With All My Love

THE CAP-TANS

DOT 15114



TOMMY JACKSON

"The Country's Greatest Hillbilly Fiddler"

1169 Orange Blossom Special Draggin' The Bow (45-1169)

1148 Fisher's Hornpipe Jackson's Hornpipe

1119 Texas Schottische Put Your Little Foot Right Out

THE RESIDENCE OF THE PROPERTY OF THE PROPERTY

1086 Mississippi Sawyer **Boil Them Cabbage Down**

1085 Arkansas Traveler Soldier's Joy

ALSO THIS GREAT ALBUM:

Square Dances of the Grand Ole Opry

1140 Tennessee Wagner Fiddlin' Rag (45-1140)

1139 Sally Ann Whistling Rufus (45-1139)

1138 Uncle Joe Cripple Creek (45-1138)

1137 Ragtime Annie Leather Britches (45-1137)

DF101 (45-DF101)



HANK GARLAND

15089 Steel Guitar Rag Moonlight On Colorado (45-15089).

15050 Guitar Polka Tea For Two (45-15050)



Your Best Assurance of Greater Profits Qualify Merchandise

Order Today From These Fine Distributors

RANDY'S

Gallatin, Tenn. ROBERTS RECORD DIST. CO. 1518 Pine St., St. Louis, Me. LEONARD SMITH, INC. 406 N. Pearl St., Albany, N. Y. SOUTHLAND DIST. CO. 441 Edgewood Ave., S. E. Atlanta, Ga. STANDARD DIST. CO. 1705 Fifth Ave., Pittsburgh, Pa. SOUTH COAST DIST. CO. 314 E. 11th St., Houston, Tex. SOUTHERN MERCURY, INC. 1011 N. W. 5th St.

Oklahoma City, Okla. SUNLAND DIST. CO. 1310 S. New Hampshire Los Angeles 6, Calif.

GALLATIN, TENN. PHONE: 880-881

Land The Company of the Company of

SELLING RECORDS





The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week Ending November 14

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical

Last on Week Chart

1 20

I. You, You, You

Week

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)

BEST SELLING RECORD: Ames Brothers, V 20-5325, OTHER RECORDS:
K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo,
M-G-M 11512.

2. Vaya Con Dios

2 22

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)

BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS:
L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 514.

3. Rags to Riches

1 9

By Dick Adler and Jerry Ross—Published by Saunders (ASCAP)

BEST SELLING RECORD: T. Bennett, Col 40048. OTHER RECORDS: T. Russo,
Bell 1013; Billy Ward & His Dominoes, King 1280.

4. Ebb Tide

3 12

By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)

BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS:
C. Applewhite-Toots Ork, Dec 28875; V. Damone, Mercury 70216; B. Hayes, Bell 1012; R. Maxwell, Mercury 70177; L. Welk, Coral 61075.

TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus.

5. Eh Cumpari

6 10

By Julius La Rosa—Published by Rosarch (BMI)

BEST SELLING RECORD: J. La Rosa, Cadence 1232.

. Oh

5 19

By Byran Gay-Arnold Johnson—Published by Feist (ASCAP)

BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.

TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

7. Many Times

8 5

By Jessie Barnes and Felix Stahl—Published by Broadcast (BMI)

BEST SELLING RECORD: E. Fisher, V. 20-5453. OTHER RECORDS: P. Faith,
Col 40076.

8. Ricochet

10 5

By Larry Coleman, Norman Gimbel and Joe Darion—Published by Sheldon (BMI) BEST SELLING RECORD: T. Brewer, Coral 61043. OTHER RECORDS AVAILABLE: C. Grant, Victor 20-5512; P. W. King, Victor 20-5454; G. Lombardo, Dec 28914; V. Young, Cap 2543.

9. Crying in the Chapel

7 18

By Darrell Glenn—Published by Valley (BMI)

BEST SELLING RECORDS: J. Valli, V 20-5368; Orioles, Jubilee 5122. OTHER

RECORDS AVAILABLE: J. T. Adams, Republic 7052; Rex Allen, Dec 28758; R.

Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duke 116; D. Glenn,

Valley 105; K. Griffen, Col 40062; S. Lanson, Bell 1008; A. Lund, Coral 61018;

B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosetta Tharpe, Dec

48302; W. Tuttle, Cap 2545.

TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus.

10. St. George and the Dragonet

9 0

By Stan Freberg, Daws Butler, Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: S. Freberg, Cap 2596.

Second Ten

1			
	11. DRAGNET Published by Alamo (ASCAP)	12	13
	12. YOU ALONEPublished by Roncom (ASCAP)	17	2
	13. NO OTHER LOVEPublished by Williamson (ASCAP)	11	22
	14. THAT'S AMOREPublished by Paramount (ASCAP)	19	2
	15. ISTANBUL	14	3
	15. TO BE ALONE	16	2
	17. LOVE WALKED IN	13	3
	18. I SEE THE MOONPublished by Plymouth (ASCAP)	20	2
	19. IN THE MISSION OF ST. AUGUSTINE	15	4
	20. STORY OF THREE LOVES (Eighteenth Variation)	_	2

WARNING—The title "HONOR ROLL OP HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

Published by Charles Foley (ASCAP)

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

_	
1.	VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)L. Paul & M. Ford2486
2.	CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOUK. Starr
3.	MAMA'S GONE, GOOD BYE CONEY ISLAND WASHBOARDP. Hunt
4.	OHI - SAN
5.	THAT'S AMORE YOU'RE THE RIGHT ONE
6.	ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOODS. Freberg2596
7.	THE KANGAROO DON'CHA HEAR THEM BELLSL. Paul & M. Ford2614
8.	I LOVE YOU
9.	LOVER, COME BACK TO ME! THAT'S ALL
0.	JUNGLE BELLS WHITE CHRISTMASL. Paul & M. Ford2617
11.	FROM HERE TO ETERNITY ANYTIME-ANYWHERE
12.	WHEN MY DREAMBOAT COMES HOME SWAMP-FIRE
3.	DRAGNET DANCING IN THE DARK
14.	SOUND OFF MARCH ANOTHER DAWN, ANOTHER DAY
15.	KISS ME BIG CATFISH BOOGIE
16.	I LOVE PARIS GIGIL. Baxter2479
17.	DON'T SAY GOODBYE WHEN YOU GO

LATEST RELEASE

No. 395

COOL WATER DIXIELAND BAND
I GET SO LONELY I COULDN'T STAY AWAY FROM YOUThe Four Knights2654
I BELIEVE IN LOVIN' I WISH IT WAS ONLY A DREAMGene O'Quin2655
WHAT WOULD I DO WITHOUT JESUS MATTHEW, MARK, LUKE AND JOHN
CHANGING PARTNERS I'LL ALWAYS BE IN LOVE WITH YOU

BILLY MAY

PLAYS TWO **GREAT** STANDARDS **COOL WATER** vocal by Bob Morse

DIXIELAND BAND

vocal by Alvin Stoller

Record No. 2653

TOP SELLERS-

COUNTRY

1.	A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey 2502
2.	FORGIVE ME JOHN MY WEDDING RING J. Shepard & F. Huskey 2586
3.	GO CRY YOUR HEART OUT WAKE UP, IRENE H. Thompson
4.	I LOVE GOD'S WAY OF LIVING PREACH THE GOSPEL Louvin Brothers
5.	I BELIEVE IN LOVIN' I WISH IT WAS ONLY A DREAM G. O'Quin
6.	SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GO M. Carson
7.	WALKIN' AND HUMMIN' I WOULDN'T TREAT A DOG LIKE YOU'RE TREATIN' ME F. Huskey
8.	SWEEP AROUND YOUR OWN BACK DOOR SWAMP LILY R. Acuff
9.	YOU GOTTA HAVE A LICENSE THERE'LL BE NO OTHER T. Collins
10.	YESTERDAY'S GIRL JOHN HENRY H. Thompson2553

BEST SELLING-

POPULAR ALBUMS

	1. MUSIC TO MAKE YOU MISTY
	Jackie Gleason
1	2. MUSIC FOR LOVERS ONLY Jackie Gleason
100000	3. NAT "KING" COLE SINGS FOR TWO IN LOVE Nat "King" Cole420
	4. PORTRAITS ON STANDARDS Stan Kenton
	5. NAT "KING" COLE'S TOP POPS Nat "King" Cole9110
	6. LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason
	7. CAN-CAN Original Broadway Cast452
	8. THE HIT MAKERS! Les Paul & Mary Ford416
	9. TODAY'S TOP HITS, VOLUME X Top Capitol Artists9115
	10. JOE "FINGERS" CARR AND HIS RAGTIME BAND Joe "Fingers" Carr
	11. THE DESERT SONG

TOP SELLING-

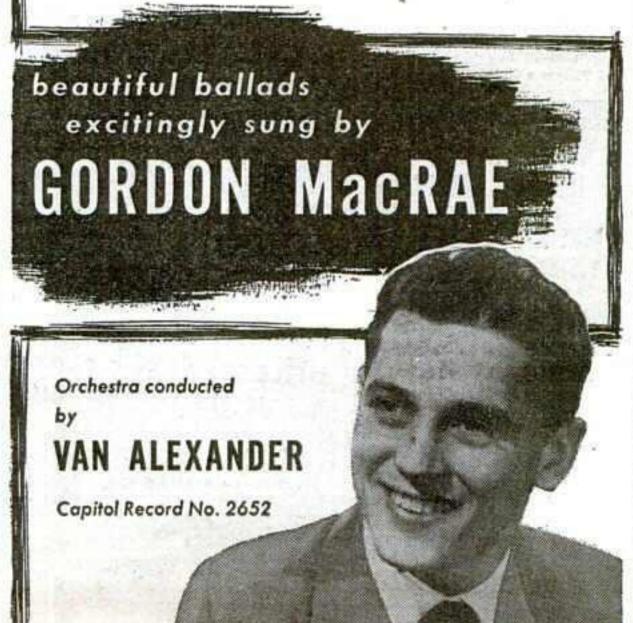
CHRISTMAS EPS

Based on Actual Capitol Sales Reports

Based on Actour Capitor Sales Reports
1. YINGLE BELLS Yogi Yorgesson
2. CHRISTMAS CAROLS St. Luke's Choristers9000
3. THE ORGAN PLAYS AT CHRISTMAS Buddy Cole9002
4. CHRISTMAS ON THE RANGE Jimmy Wakely9004
5. BOYS TOWN CHOIR SINGING
Father Flanagan's Boys Town Choir9006
6. CAROLS FOR CHRISTMAS The Starlighters Chorus 9007
7. UNDER THE CHRISTMAS TREE
Jan Garber9008 8. CHRISTMAS CHORISTERS
St. Luke's Choristers9012
9. CHRISTMAS BELLS
Richard Keys Biggs9013
1 10. CHRISTMAS IN THE AIR!
The Voices Of Walter Schumann9016
11. SONGS OF CHRISTMAS
Jo Stafford & Gordon MacRae 9021

STRANGER IN PARADISE

NEVER IN A MILLION YEARS





NELSON RIDDLE

inted material

Record No. 2654

BILLY ECKSTINE

K11543 45 rpm

MGM 219 78 rpm £219 33 1/3 rpm. X1052 extended play 45 rpm

VICKI BENET (When He Takes Me in His Arms) Mmm - - -

K11606 45 rpm

TWO LOVERS MGM 11581 78 rpm e K11581 45 rpm

THE RIVER SEINE Vocal by BERYL DAVIS

JOEY'S THEME MGM 30830 78 rpm . K30830 45 rpm

DAVID ROSE

and His Orchestra

KEN REMO CARNIVAL IT'S YOU, IT'S YOU

MGM-11617 78 rpm K-11617 45 rpm

TOMMY REED HEY, LITTLE GIRL

GLAD RAG DOLL MGM-11592 78 rpm • K-11592 45 rpm

TOMMY EDWARDS

"THAT'S ALL"

"SECRET LOVE"

MGM 11604 78 @ K11604 45

JIMMY LEYDEN'S SERENADERS GIRL OF TODAY

and WE'RE HAVIN' A GOOD TIME MGM-11615 78 rpm . K-11615 45 rpm

> TONY MOTTOLA and His Orchestra BEGUINE TAMPICO

and VIOLETTA MGM-11593 78 rpm • K-11593 45 rpm HENRY JEROME and His Orchestra

TIPICA SERENADA and

CAFE PAREE MGM 11594 78 rpm e K11594 45 rpm

ART MOONEY

MOGAMBO

OFF SHORE

MCM-11610 78 rpm e K-11610 45 rpm

THE MELLO-MEN MY LOVE, THE BLUES AND ME

I'D GIVE A MILLION YESTERDAYS

MCM 11607 78 rpm e K11607 45 rpm

HANK WILLIAMS CALLING YOU and

WHEN GOD COMES AND **GATHERS HIS JEWELS** MGM 11628 78 rpm e K11628 45 rpm LITTLE RITA FAYE ALABAMA

JOHNNY'S GOT A SWEETHEART MCM 11565 78 rpm e K11565 45 rpm

M.G.M RECORDS MAKE FRIENDS WITH RECORDS

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending November 14

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based

Best Selling Sheet Music

on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film: (M) indicates tune is from a legit musical, 1. VAYA CON DIOS (R)-Ardmore 2. YOU, YOU, YOU (R)-Mellin 3. EBB TIDE (R)—Robbins 4. CRYING IN THE CHAPEL (R)—Valley..... 5. RAGS TO RICHES (R)—Saunders 7 6. MANY TIMES (R)—Broadcast 7. OH (R)—Feist 8. NO OTHER LOVE (R) (M)-Williamson 9. IN THE MISSION OF ST. AUGUSTINE (R)-Republic 11 13. I SEE THE MOON (R)—Plymouth 14. YOU ALONE (R)-Roncom 15 15. I'M WALKING BEHIND YOU (R)-Leeds 10

Tunes with Greatest Radio and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHA-BETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

Top 31 in Radio

Don't Take Your Love From Me (R)-1 Off Shore (R)-Hanover-ASCAP Witmark-ASCAP Ebb Tide (R)-Robbins-ASCAP

Eh Cumpari (R)-Rosarch-BMI Granada (R)-Peer-BMI Heart of My Heart (R)-Robbins-ASCAL

Hi Lili Hi Lo (R) (F)-Robbins-ASCAP I Love Paris (R) (M)—Chappell—ASCAP
I See the Moon (R)—Plymouth—ASCAP In the Mission of St. Augustine (R)-Republic-BMI

Istanbul (R)—Alamo—ASCAP It's Easy to Remember (R)-Famous-ASCAP

Joey's Theme (R) (F)-Trinity-BMI Love Walked In (R)-Chappell-ASCAP Many Times (R)-Broadcast-BMI

My Love, My Love (R)-Meridian-BMI No Other Love (R) (M)-Williamson-ASCAP

Oh (R)-Feist-ASCAP P.S.: I Love You (R)-La Salle-ASCAP Pa Paya Mama (R)-Shelton-BMI Secret Love (R)-Remick-ASCAP Stranger in Paradise (R) (F)-Frank-ASCAP

Sweet Mama Tree Top Tall (R)-Hollis-Tennessee Wig Walk (R)-Village-BMI

That's Amore (R) (F)-Paramount-ASCAP Typewriter (R)-Mills-ASCAP Vaya Con Dios (R)-Ardmore-ASCAP

When My Dreamboat Comes Home (R)-Remick-ASCAP Who Put the Devil in Evelyn's Eyes (R)-Hartley-ASCAP

You, You, You (R)-Mellin-BMI You're the Right One (R)-Paramount-ASCAP

Top 11 in Television

Cela M'Est Egal (R)-Burke & Van Heusen | Nearness of You (R)-Famous-ASCAP C'Est Magifique (R)—Chappell—ASCAP

Crying in the Chapel-Valley-BMI Ebb Tide (R)-Robbins-ASCAP I Love Paris (R) (M)-Chappell-ASCAF Many Times (R)-Broadcast-BMI

No Other Love (R) (M)-Williamson-ASCAP

Oh (R)-Feist-ASCAP Vaya Con Dios (R)-Ardmore-ASCAP You, You, You (R)-Mellin-BMI

England's Top Twenty

Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- 1. Answer Me-Bourne (Bourne) 2. Poppa Piccolino-Sterling (Chappell)
- 3. I Saw Mommy Kissing Santa Claus-
 - Morris (Harman)
- 4. Song From Moulin Rouge-Connelly 13. Flirtation Waltz-Bourne (Bourne) (Broadcast)
- Eternally (Limelight)-Bourne (Bourne) 15. April in Portugal-Sterling (Chappell)
- 6. Bridge of Sighs-Maurice (Leeds) 7. Swedish Rhapsody - Connelly (Dart-
- 8. I Believe-Cinephonic (Cromwell)

10. Vaya Con Dios-Maddox (Ardmore)

- 11. When You Hear Big Ben-Box & Cox-(Box & Cox)
- 12. Wish You Were Here-Chappell (Chap-

- 14. Kiss-Feist (Miller)
- 16. Hey Joe-Robbins (Tannen) 17. Crying in the Chapel-Morris (Valley)
- 18. Seven Lonely Days-Feist (Jefferson)
- 19. Chick a Boom-Dash (Hawthorne) 9. Look at That Girl-Cinephonic (Oxford) 20. Let's Walk That - A - Way-Aberback Copyrighted material (Alamo)

The Nation's Newest Hit Song!

The Gang That Sang

with these Top Recordings ...

DON CORNELL ALAN DALE JOHNNY DESMOND

CORAL RECORD No. 61076

FOUR ACES

> DECCA RECORD No. 28927

FRANKIE LA MALE

MERCURY RECORD No. 70262

ROBBINS MUSIC CORPORATION . 799 Seventh Avenue, N. Y. 19 . MURRAY BAKER, Gen. Prof. Mgr.

Gopyrighted material

... for Week Ending November 14

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

EDDIE CALVERT

Oh, Mein Papa89 ESSEX 336—English import of a very pretty tune from a German musical could easily make a dent in the American market. It features the vibrant trumpet of Eddie Calvert with a tasteful choral and ork backing.

MUSIC

Mystery Street 77 Decjays should fall in love with thisa very beautiful version of the tune that's getting some play. Again it's the Calvert trumpet that leads, but the real excitement about this disk is the arrangement.

AMES BROTHERS I Can't Believe That

V 20-5530-The quartet suffers only from competing with themselves via the near-fabulous "You, You, You," This top-flight reading of the standard to be featured in the upcoming film "Caine Mutiny" should be a big seller. It's beautiful. (Mills, ASCAP)

Boogie Woogie Maxie....81 This should compete with the top side for spins and juke box play. It's the well-known boogie item of some years ago but with a new lyric addition. (Bregman, Vocco & Conn, ASCAP)

PATTI PAGE

MERCURY 70260-This is the likeliest follow-up the thrush has found to her near-fabulous "Tennessee Waltz." Tho there is competition on this ultra-simple waltz ballad, Miss Page should have a powerful disk in this. (Porgie, BMI)

Where Did My Snowman Go?....74 Attractive new yuletime kiddle item is done, as in other versions, with a screeching moppet chorus. Good kiddie stuff. (Leeds, ASCAP)

MILLS BROTHERS

She Was Five and He Was Ten82 DECCA 28945-Pretty ballad about a love affair that matured when the participants grew to proper size. A fine job of harmonizing by the group. Here's a potent waxing that could build into a big one on the jukes, over the air and across the counter. (Roxbury, ASCAP)

The Jones Boy....80 Bright and cheerful rhythm opus in march tempo is sung with appropriate spirit by the Mills Brothers. Contrast to flip is striking, with the disk sure to latch on to lots of loot. This is also a powerful side by the Mills Brothers. Watch it. (Pineus, ASCAP)

JERRY MURAD

Spellbound Concerto80 MERCURY 70266 - Jerry Murad, riding high with "Story of Three Loves," has a good chance here with this potent new instrumental cutting of the theme music from the old flick "Spellbound." His harmonica work is first-rate and the arrangement is a bright one. Watch this one, it could movie out. (Chappell, ASCAP) Stardust....77

This is probably the zillionth waxing of a great evergreen, but Murad's fine work and the ork backing make it a side that should pull many jock spins for a long time to come. (Mills, ASCAP)

RUTH WALLIS

Dear Mr. Godfrey80 MONARCH 3005-Here is the best yet on the novelty items spurred by the Godfrey-La Rosa fracas. Should take off fast, get big and go down fast. While it's up there plenty of coin to be made with it. (BMI) Say Hello to Joe 68

Not much here except the cute tagline to the torch song. Good for laughs if they'll listen thru to the end. (BMI)

VIC DAMONE

Stranger in Paradise80 MERCURY 70269 - Damone has to be figured as one of the front-runners on the battle for supremacy on the key tune from the upcoming legit show "Kismet." The guy delivers strongly. (Frank, ASCAP)

A Village in Peru....75 Most interesting Latin-American beat and a lyric has been added to what sounds like Fats Waller's "Jitterbug Waltz," Should get air play and might catch on.

JANE FROMAN Robe of Calvary78

CAPITOL 2639 — Backed effectively by a mixed chorus, Miss Froman turns in a very sincere reading of this hymn-type song. It's a powerful tune and with the boost it will probably get on her TV show, is well worth watching closely. (Hill & Range, BMI)

The Sound of Love 68

This love ballad, albeit a rather dignified one, seems a surprising coupling with the other side. Nevertheless, it's well done. (Sheriton, ASCAP)

BOBBY WAYNE

MERCURY 70268 - Here's a fresh novelty item that could break thru with enough exposure. The warbier sells the tune with a lot of spirit, backed in solid style by the ork, who play it in march tempo. Lyrics are good and the performance is a happy

one. This side has a chance. (Pincus, BMI)

Snow, Snow, Beautiful Snow 50 The less said about this side the better. It sounds like a tune that the singer didn't enjoy doing. (Roxbury, ASCAP)

GEORGE SIRAVO ORK

DECCA 28906 - A free moving, relaxed instrumental on this side. It's light in spirit, and has a good melodic pattern as read by George Siravo. Should grab trillions of decjay spins. (Gale & Gayles, ASCAP) Secret Sorrow....73

This side is another instrumental, lush and romantic in nature, and performed in good taste. (Gale & Gales, ASCAP)

REMO BIONDI ORK

M-G-M 11633-Here's a bright instrumental performance on a happy and light piece of material that could pull a lot of jock spins. It's a concertstyled old-fashioned fiddle performance that catches the ear. Pleasant wax.

Hoedown for Strings....74

This is just what the title calls for, altho it is a concert hall, rather than a barn dance type of hoedown tune. It, too, is catchy and should interest jocks.

DINAH SHORE

V 20-5515-The sentimental ballad is mounted prettily via this simple and unaffected arrangement and performance. Dinah Shore's warm warbling will please many, tho competition on other current waxings is indeed tough. (Porgie, BMI)

Think 74

Miss Shore injects lots of charm in this rendition of the bouncy love ditty. Side is good for listening or dancing. (Joy, ASCAP)

EYDIE GORME

Gimme, Gimmie John76 CORAL 61093-Rhythm novelty that pleads for a little extra loving is delivered brightly by the thrush above a spanking beat in the ork. This one could do business on the coin boxes. (Miller, ASCAP)

Fini....73 Eydie Gorme turns on the charm in a sweetly-sung version of the ballad from the forthcoming musical "Almanac." Jocks, ought to favor the

side with good exposure. (Frank, ASCAP)

JAN AUGUST

MERCURY 70250 - Good twist in having August record the Borodin work in close to its original form. with a lyric it's the heavily recorded show tune "Stranger in Paradise." This instrumental should get some of the coin if the tune breaks thru as expected. (C.P.M. Music, BMI)

Petite Ballerina 72 A most interesting piano solo with lush ork background on an attractive instrumental based in part on a Schostakovich theme. Should get plenty of spins. (Leeds, ASCAP)

BETTY REILLY-LES BAXTER ORK

Magdalena 75 CAPITOL 2645-This Latin ditty gets a fast, torrid reading, with Betty Reilly doing most of the vocal chores, backed by Les Baxter ork. It's an arrangement with considerable excitement. Deejays can use. (Rex, BMI) Brazilian Baion....75

The traditional Latin - American melodic pattern is rendered with skill and technical facility. Betty Reilly's warbling with Les Baxter's ork is quite effective here. (Granson, BMI)

BEVERLY BART All the Way Home I Cried75

DECCA 28934-This is one of those tuneful ballads full of the kind of sentiment that seems to appeal to young disk fans, Melody is retentive and delivered pleasantly by the new Decca songstress. Entry could attract attention and spins. (Wemar, BMI) Phonograph Record....74

Another ballad in the sweet sentimental vein, with a clever echo gimmick, is also sung appealingly by the thrush. A listenable waxing. (Hill & Range, BMI)

GUY LOMBARDO ORK

DECCA 28925 - Three beat ditty receives a typical Guy Lombardo treatment. The side has that wellbred sound and tasteful beat. The Lombardo quartet does the vocal. (Remick, ASCAP)

Waltz, Waltz, Waltz 74 Ditto comment. Vocal on this side

Number of Releases This Week

(Listed Alphabetically by Label)

Label		C&W R&I
ALADDIN	—	
ATLANTIC	–	
CAPITOL	2	. 1
CHANCE	—	. —
CHECKER	—	
CHESS	—	.
CORAL	10	. — –
DECCA	9	. 1
EPIC	1	. – –
ESSEX	1	
FEDERAL		
FORTUNE	–	. 1
HOLLYWOOD	—	. —
KING	—	. 2
LONDON	1	
MARSHALL		1
MERCURY		2
M-G-M		2
MONARCH		
OROCO	UDAD 145	
PARROT		
RCA VICTOR	AND RESIDENCE OF THE PARTY OF T	4
RPM		
SPECIALTY		
STARMAKER		
VALLEY		10.2
VEE JAY		
VINROB		
WHEELING		
District		
TOTAL	43	. 16 1
	5 2 VI	50 Vi

is by Kenny Gardner. (Lombardo, ASCAP)

CONNIE HAINES

Pink Shampoo75 CORAL 61094-This toiletry is just one of the articles that play a part in Miss Haines' preparations for snaring her boyfriend. Along with her boyfriend, she could catch a lot of deejay play with this bright novelty. (Criterion, ASCAP)

(Continued on page 44)

Sacred

FRANK BOGGS My Heavenly Father

Watches Over Me65 WORD 150 - Bogg's bass-baritone voice delivers the religious item with feeling and authority to organ and piano backing. Stranger of Galilee 65

Ditto.

Jazz

LOUIS BELLSON ORK

Caxton Hall Swing75 CLEF 89083—The Louis Bellson ork debuts on the label with a wild, swinging version of an original riff item that is close to the old swing band days. Bellson, of course, is featured on drums, and a hot trumpet man gets a chance for a healthy solo. Good for jazz cats. (JATAP, BMI)

Phalanges....75 Here's a rapid tempo effort that the Bellson ork handles with spirit, with the drummer man furnishing a solid beat, plus some fine work from an unbilled trumpeter whose style is a lot like Charlie Shavers. Jazz jocks can use this one. (JATAP, BMI)

ILLINOIS JACQUET Sittin' and Rockin'74

CLEF 89084—The Ellington-Strayhorn oldie receives a smooth performance from Jacquet, over quiet backing by the ork. It's a smooth one that should pull a lot of plays. (Robbins, ASCAP) Mean to Me....73

Another oldie is played with clan by the ork with Jacquet again coming thru with a warm solo. (DeSylva, Brown & Henderson, ASCAP)

THE JOHNNY SMITH QUINTET I'll Be Around72

ROYAL ROOST 581 - Ditty from "Joe Louis Story" is given a quiet re-laxed play by the Smith combo. It's jazz but quite restrained. Good wax for late deejay programing. (Regent, BMI) Cavn....69

This side, again presented in a quiet moody way, gets plenty cool. (Forshay, BMI)

Country & Western

ELTON BRITT

My Heart Was Made for You78 V 20-5509 - Very appealing tune is handed a quiet and extremely effective vocal by Britt over a very attractive backing. With Britt now getting solid radio promotion in New England, a lot could happen to this. (Frank, ASCAP)

That's How the Yodel Was Born....77 Just about the best yodeler in the business, Britt turns in a tremendous performance on this Western tune. Tops for the Western market. (Trinity, BMI)

SHORTY LONG

Who Said I Said That?......78 VALLEY 108-Clever novelty is sung brightly by the singer. It's a disk that is worth giving a try. It could stir a lot of action and in all markets. (Tannen, BMI)

I Got Nine Little Kisses 75 Another rhythm novelty is handed a rousing vocal by Long. This side shapes up well for the juke boxes and adds power to the record. (Tannen, BMI)

TOMMY SANDS

Roses Speak Louder Than Words 77 V 20-5510-An effective warble of a pretty love ditty, delivered with impressive sincerity by Sands. This could attract many spins and earn itself some loot. (Valmount, ASCAP) Spanish Coquita....72

Sands is heard in a distinctive treatment of one of his own cleffings, a brisk, bouncy Latin - type novelty. (Jamboree, BMI)

HOMER & JETHRO I Saw Mommy

V 20-5456-Clever parody of 1952's big Christmas tune is a good entry in this year's Christmas sweepstakes. (Harman, ASCAP)

(All I Want for Christmas is) My Upper Plate 65

Duo's attempt to do the same with "Two Front Teeth" fails to hit the mark. (Witmark, ASCAP)

REX ALLEN

Where Did My Snowman Go?79 DECCA 28933 - Cute holiday song gains extra charm thru the use of a large kid chorus for the title refrain. Allen handles his part with considerable charm and the side should attract many spins and good sales. (Leeds, ASCAP)

Why, Daddy?....76 Janice Klein plays the part of the questioning moppet and the part nonsense answers by Rex Allen will bring smiles to many. A bright, happy holiday side. (Alamo, ASCAP)

BILL LEE

Soothe My Lonely Heart (F).........73 M-G-M 11620 - Recorded from the sound track of the M-G-M picture, "Escape From Fort Bravo," this side has mood and an attractive minor melody. Bill Lee's vocal is accompanied by George Fields and Jack Marshall on harmonica and guitar. (Continued on page 53)

Rhythm & Blues

B. B. KING ORK

Blind Love83 RPM 395-Here's a wild and very exciting effort by King, with substantial help from the pulsating guitar backing. His vocal is powerful and the lyric tells a real sad story about the girl he loves. Watch this one, it could be another hit for the Southern blues singer.

Why Did You Leave Me? 78 A pretty, listenable, slow and easy blues is sung with feeling by the singer over insinuating combo support. Flip side is more powerful, but this side should pull many spins.

EDDIE BOYD Tortured Soul82

CHESS 1552 - First-rate intro leads into a strong vocal effort on a fine hunk of slow blues material. Boyd sings it powerfully, and the beat is solid. Could be a big one for the chanter, (BMI) That's When I Miss You So....70

An unusual kind of beat sparks this side. (BMI)

SUGAR BOY

Overboard 80 CHECKER 783-Here's a powerful disk that has a good chance to make it. It's a pounding effort with a shuffle beat, and it receives a frantic reading from the warbler as he shouts that he is heading for the river because his baby has turned him down. Watch this one, it can make it. (BMI) (Continued on page 56)

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good: 40-69, Satisfactory: 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basts of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

Christmas

JONI JAMES

Nina-Non M-G-M 11637 -A tender, holiday lullaby with a haunting melody is warbled with great charm by Miss James. The side will be handed many spins and sales should be good. Christmas and You....76

Joni has done better, but there are probably enough loyal fans of hers around to make this Christmas effort profitable. The ballad is pretty.

FONTANE SISTERS

V 20-5524-Plenty of spins in store for this cute gang-sing type of item which is expected to get heavy promotion. Key to its success may be the unannounced walk-on bit by Perry Como. (Roncom, ASCAP) Silver Bells 72

The semi - standard Christmas item from a Bob Hope Flick of a few years ago is handed a smooth interpretation by the gals and a vocal group. (Paramount, ASCAP)

DINAH WASHINGTON

of the standard prayer which should do well for the great rhythm and blues thrush. Fine backing by a bigsounding choral group. Silent Night 72

More of the same here.

RICKY VERA-STEVE ALLEN How Can Santa

Come to Puerto Rico68 CORAL 61098 - The Latin-American beat and the kid's accent add interest to an otherwise routine Christmas item which complains of the lack of snow in Puerto Rico. Allen answers the moppet on the second chorus.

Can I Walt Up for Santa Claus....67 Vera, who got a TV build-up via Hoagy Carmichael this summer, doesn't come across nearly as well on disk as he did on the screen. Material here is okay, but fairly routine.

Spiritual

THE FOUR INTERNES

You'd Better Mind77 FEDERAL 12154 - Everyone has to account for his behavior eventually, and the group cautions listeners to watch their step. A good rhythmic slicing that should appeal to many. (Jay & Cee, BMI)

I Just Rose to Tell You....77 Another strong effort by the chanters. Also due for good response from spiritual buyers. (Jay & Cee, BMI)

EDNA GALLMON COOKE

Higher Ground74 REPUBLIC 7063 - The traditional spiritual is projected powerfully by Miss Cooke in this affecting reading. Evening Sun....74

Miss Cooke's vocal talents are given good display in this half-talk, halfsong religious effort. Another moving

THE GOLDEN CLOUDS

Upon the Cross of Calvary73 DE LUXE 6015-This spiritual picks up tempo and effectiveness as The Golden Clouds get rolling along. (Lois, BMI)

Work Until My Day Is Done....70 The rhythmic patterns of the reading on this spiritual are effective, but the group does not let itself go fully, as on the flip. (Lols, BMI)

Latin American

CESAR CONCEPCION Y SU ORQUESTA Cada Segunda Que Pasa73 SEECO 7292-A melancholy ballad in bolero rhythm sung by Joe Valle. The

singer brings out all the sentimentality

of the song with feeling and taste. Aguada....72 A more animated song by Valle spiced by Concepcion's peppery beat. Fine for dancing.

International

JOHNNIE BOMBA ORK The Old Maid Polka74

DANA 3145-A bright, lively polka with a pretty melody and a solid beat. Should do well in this market. Linda Oberek....73

Excellent dance material in the Oberek tempo.

Children's

ROSEMARY CLOONEY

COLUMBIA J-175 - There ought to be a lot of action on this one in both the kiddle and the pop markets, for the tune is the fine evergreen, the performance by the thrush is lovely and the ork backing by the Paul Weston crew has a lilt. Kids will like it and so will pop and kiddie jocks. (Bregman, Vocco & Conn, ASCAP)

C-H-K-I-3-I-M-A-3....75 Previously reviewed as a pop side. It should interest the kiddies too, tho k is in a servious vein. (Hill & Range,



(RECORDED AT TED HEATH'S 89th LONDON PALLADIUM SUNDAY CONCERT) APRIL 12, 1953

LL 802 1-12"

Available on extended play: BEP 6119, 6120 & 6121

the most exciting Jazz Concert ever recorded but DON'T TAKE OUR WORD FOR IT!

the disk jockeys rave

"'Ted Heath at the London Palladium' has pushed Ted Heath across in the Atlanta area as an exciting new name in modern music. Definitely a great album musically and commercially."

Bob Watson WSB-Atlanta, Ga.

"This is the greatest modern jazz I have ever heard."

Hugh Cherry WMAK, Nashville, Tenn.

"Spinning 'Ted Heath at the Paladium' constantly it is ear-resistable."

Ed Bonner KXOK-St. Louis, Mo.

"Ted Heath has presented a refreshing, stimulating style of music that is listenable, danceable and the selection of many of the tunes should enhance its popularity. We love Ted Heath's music on the West coast."

Peter Potter Show-ABC-TV WKLAC-Hollywood, Cal.

"The response to the 'Ted Heath Paladium Concert' LP which you released recently has been tremendous in Dayton. There's only one fly in the ointment . . . after the fourth airing, someone walked off with it!"

Charlie Allen WONE and WIFE-TV, Dayton, Ohio

"Man, when you said 'an exciting new Ted Heath album,' you were not kiddin'. That's the best thing I've heard in years . . . "

Roger Clark WNOR-Norfolk, Va.

"That Ted Heath LP is without a doubt the finest thing I ever heard. I used it on my jazz show today and it goes tape play back tomorrow night. To say I flipped isn't quite enough!"

Rex Dale WCKY-Cincinnati, Ohio

"There isn't much I can say in regard to the fabulous Ted Heath, except that I received the LP and in all sincerity it's tremendous."

Stan Pat WTNJ-Trenton, N. J.

"It's THE greatest,"

Ralph and Rita WMBG-Richmond, Va.

"Congratulations on the new Ted Heath LP. It's a real kick to hear the drive this band achieves. I'm looking forward to the next one."

Doug Arthur WIBG-Philadelphia, Pa.



the reviewers rave

. . one of the most capable groups of musicians in the world today, a group which outshines any similar outfit in this country, Kenton, Brown and Herman notwithstanding. In a phrase, this is the way modern jazz should be played . . ."

Des Moines Sunday Register

". . . fantastically fine sound."

S. F. Call-Bulletin

"And what goes on is some of the most exciting big band jazz in the world. It is by all odds the best concert recording of a band I have ever heard. The engineering job on this, which is definitely of HI-FI quality, should put our American studio technicians to shame. The Heath band is one of the best integrated musical units I have

San Francisco Chronicle

"This is a socko sampling of jazz. Recorded on-the-spot at a Ted Heath London Palladium concert earlier this year, package gets added stimulation from aud reaction. In the dozen numbers recorded, Heath maintains a high standard and his jazz renditions display

Variety

"The Heath band, however, once again proves that it is one of the cleanest instrumental combinations ever to hit wax. The Rock-of-Gibraltar solidity of the rhythm section, the bite of the brass and the polish of the reeds are all delightful to hear."

Billboard

". . . it is the best on-the-screen jazz recording yet issued-"

Down Beat



The Billboard's Music Popularity Charts

... for Week Ending November 14

THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

Popular

CHANGING PARTNERS (Porgie, BMI)-Patti Page—Mercury 70260

CHANGING PARTNERS-Kay Starr-Capitol 2657

A real struggle is going on here for dominance, based on reports from 15 different markets. In Boston, Cleveland and Detroit, the stores and one-stops checked gave Page a decided edge. A slight edge to Page was also reported in Buffalo and Durham. L. A. . gave Starr an edge. Reports of almost equal power (or differing reports from same area) came from Providence, Pittsburgh, St. Louis and Philadelphia among others. Both were previous "New Records to Watch."

HEART OF MY HEART-Don Cornell-Alan Dale-Johnny Desmond-Coral 61076

Here's another real battle for dominance. Last week the Four Aces record of "Heart of My Heart" and "Stranger in Paradise" was selected as a "Best Buy." This week's

reports throw further light on the tussle. Of eight key Detroit store reports, four favored the 3-D version, one the Aces and three were about even. Several noted an increase in the 3-D's since a week ago. Of three big volume Boston reports, one said even, one favored the Aces and one reported little sale on either. Three key Philadelphia reports all gave the edge to Decca. Other reports were as follows: Of eight dealers, Chicago reports, four gave the edge to the Aces, two to the 3-D version and two delcared even. Buffalo and Milwaukee reports were overwhelmingly for the 3-D disk. Pretty evenly split in Pittsburgh, St. Louis and L. A. Favoring the Aces were retail one-stop reports from Providence, Cleveland and Durham. Several areas reported the Aces' action shifting to "Stranger in Paradise." Both disks were previous "New Records to Watch."

NATIVE DANCER - Rusty Draper - Mercury 70256

Very good retail action reported in Buffalo, Pittsburgh, Cincinnati, Milwaukee, St. Louis and Cleveland. Flip is "The Lone-

some Song." A previous "New Record to Watch."

SOUTH OF THE BORDER

I LOVE YOU-Frank Sinatra-Capitol 2638

On the New York territorial and reported selling very actively in Buffalo, Pittsburgh, Milwaukee and L. A. Good reports were received from several other areas.

Rhythm & Blues

I WANT YOU TO BE MY BABY YOU KNOW IT TOO-Louis Jordan-Decca 28883

Disk has been out for several weeks and has been holding up sales-wise very well. Good reports received from St. Louis, Durham, Pittsburgh, Chicago, Cincinnati, Dallas and Detroit.

Country & Western

NO SELECTIONS THIS WEEK.

NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

Popular

EDDY CALVERT

Oh, Mein Papa (Shapiro-Bernstein, ASCAP)

-Essex 336-There's big trade excitement on this. It's already a hot record in Pittsburgh and Boston. Action is starting in Philadelphia, also. It's an exciting record featuring the trumpet of Eddy Calvert with choral backing. Other versions coming. Flip is "Mystery Street."

Popular Album

MANTOVANI

Christmas Carols-London LL 913-Twelve standard Christmas items plus two wintery waltzes played by the Mantovani strings should add up to healthy dealer sales.

KATHRYN GRAYSON-ANN MILLER

Kiss Me, Kate - M-G-M 3077-Original sound-track album from the recently opened film should follow the success pattern of firm's past film albums. Also good time to dust off the Columbia Broadway version.

Country & Western

PEE WEE KING

Changing Partners (Porgie, BMI) Bimbo (Fairway, BMI)—RCA Victor 20-5543

-The two best sides from King in some time. The ork has a lot of spark and Redd Stewart does a fine vocalizing effort on both sides. Could rack big sales for the ork.

HANK THOMPSON

Go Cry Your Heart Out (Brazos Valley, BMI)

Wake Up. Irene (Brazos Valley, BMI)— Capitol 2629 — Two first-rate efforts by Thompson should keep the fans hot for the

EDDY ARNOLD I Really Don't Want to Know (Hill & Range,

I'll Never Get Over You (Hill & Range, BMI)-RCA Victor 20-5525-Little to choose between these two pretty ballads. It's Arnold at his best.

Rhythm & Blues

FATS DOMINO

Something's Wrong (Commodore, BMI) Don't Leave Me This Way (Commodore, BMI)-Imperial 5262-Singer continues to come up with strong material and projects it in his winning way. Should extend his string of hits.

SUGAR BOY

Overboard

I Don't Know What I'll Do-Checker 783-Two very good sides here. Singer has a strong voice and ork comes up with fine beat and sound. Watch it.

Christmas

LES PAUL-MARY FORD

White Christmas (Berlin, ASCAP)—Capitol 2617-A slow, relaxed and nostalgic treatment of the seasonal perennial could grab a lot of the holiday loot for the duo. Flip is "Jingle Bells" (Deerhaven, ASCAP).

COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

Popular

AVE MARIA

Liberace—Columbia 48001

BABY, BABY, BABY Teresa Brewer—Coral 61067

DON'TCHA HEAR THEM BELLS?

KANGAROO

Les Paul-Mary Ford—Capitol 2614

GOLDEN VIOLINS

Frank Chacksfield Ork-London 1368

HEART OF MY HEART STRANGER IN PARADISE Four Aces—Decca 28927

I'LL NEVER STAND IN YOUR WAY Joni James-M-G-M 11606

LOVER COME BACK TO ME

THAT'S ALL

Nat (King) Cole—Capitol 2610

MAGIC GUITAR

Bunny Paul—Dot 15107

MY HAPPINESS (Juke Boxes) **NEAR YOU**

The Mulcays—Cardinal 1011

OFF SHORE

Leo Diamond—Ambassador 1005

OFF SHORE

Richard Hayman Ork-Mercury 70252

SANTA BABY

Eartha Kitt-RCA Victor 20-5502

SWEET MAMA TREE TOP TALL

The Lancers-Trend 63 THE TYPEWRITER

Leroy Anderson—Decca 28881

Country & Western

DIVORCE GRANTED COUNTERFEIT KISSES Ernest Tubb—Decca 28869

HOPELESS LOVE THEN I'LL COME BACK TO YOU

Lefty Frizzell—Columbia 21169

KISS ME BIG Tennessee Ernie—Capitol 2602

SORROW AND PAIN Davis Sisters—RCA Victor 20-5460

UNPUCKER TAIN'T NICE The Carlisles-Mercury 70232 WHEN MEXICAN JOE MET

NO LONGER A PRISONER Hank Snow-RCA Victor 20-5490

JOLE BLON

YOU-ALL COME Arlie Duff-Starday 104

Rhythm & Blues

ALL RIGHTY

Five Royales—Apollo 449

LATER

SOUTH OF THE ORIENT Tiny Bradshaw—King 4664

MARIE

Four Tunes—Jubilee 5128

MY COUNTRY MAN Big Maybelle—Okeh 7009

THE PROPOSAL Shirley and Lee-Aladdin 3205

RAGS TO RICHES

The Dominoes-King 1280 TAKE ME BACK

Linda Hayes—Recorded in Hollywood 1003

Copyrighted material

IOP RECORDS

See page 38 for the top pop records.

See page 52 for the top c.&w. records.

See page 55 for the current top r.&b. records.

See pages 46 and 48 for the current top packaged records.

Breaking For A Hit!



GAYLORDS



"STRINGS OF MY HEART"*

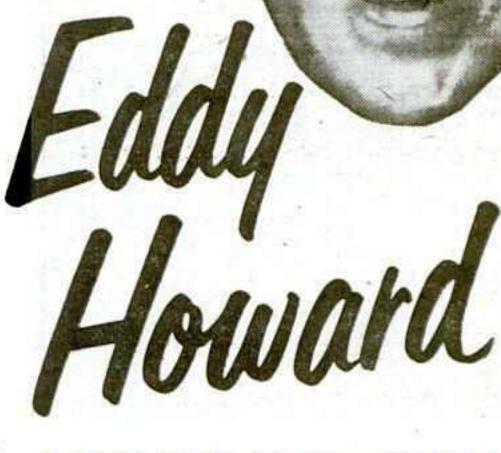


MERCURY 70258 • 70258X45

* Selected as the Record of the Month by the Cleveland Phonograph Operators.



A Great New Release



44BIMBO77

"Ebenezer Scrooge"

MERCURY 70272 • 70272X45



NEW POPULAR RELEASES BILLY WILLIAMS

"If I Never Get To Heaven"

"Ask Me No Questions"

MERCURY 70271 • 70271X45



BERNICE PARKS

"Blue Reverie"

"Fas-I-Nay-Shun"

MERCURY 70261 • 70261X45



It's A Big One For BUDDY IOHNSON AND HIS ORCHESTRA "I'M JUST YOUR FOOL"

COUPLED WITH

MERCURY 70251 • 70251X45 Copyrighted material

... for Week Ending November 14

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Biliboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each rcord is also listed.

* MC	st	Veeks on Chart
1. RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP	4	10
2. EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	3	12
3. VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	1	23
4. EH CUMPARI—J. La Rosa Till They've All Gone Home— Cadence 1232—ASCAP	2	11
5. YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	5	22
6. ST. GEORGE AND THE DRAGONET—S. Freberg Little Blue Riding Hood—Cap 2596—ASCAP	6	8
7. RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI	8	6
8. MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	9	6
9. OH—Pee Wee Hunt	7	20
10. THAT'S AMORE—D. Martin You're the Right One—Cap 2589—ASCAP	14	2
11. YOU ALONE—P. Como Pa-Paya Mama—V 20-5447—ASCAP	10	3
12. TO BE ALONE—Hilltoppers Love Walked In—Dot 15105—ASCAP	12	4
12. ISTANBUL—Four Lads I Should Have Told You Long Ago— Col 4008?—ASCAP	13	5
14. STORY OF THREE LOVES—J. Murad. Sweet Leilani—Mercury 70202	-	6
15. IN THE MISSION OF ST. AUGUSTINE—S. Kaye No Stone Unturned—Col 40061—BMI	16	6
16. LOVE WALKED IN—Hilltoppers To Be Alone—Dot 15105—ASCAP	11	2
17. DRAGNET-R. Anthony Dancing in the Dark-Cap 2562-ASCAP	18	13
18. I SEE THE MOON—Mariners I Just Want You—Col 40047—ASCAP	17	9
19. PA-PAYA MAMA—P. Como You Alone—V 20-5447— 'MI	-	1
20. MARIE—Four Tunes I Gambled With Love—Jubilee 5128—ASCAP	-	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in Juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week		Last	Weeks on Chart
1. YOU, YOU, YOU—Ames Broth Once Upon a Tune—V 20-5325—Bh		1	21
2. VAYA CON DIOS—L. Paul-M Johnny—Cap 2486—ASCAP	. Ford	2	22
3. OH—P. W. Hunt San—Cup 2442—ASCAP		3	19
4. RAGS TO RICHES—T. Benne Here Comes That Heartache Again— Col 40048—ASCAP		4	8
5. EH CUMPARI—J. La Rosa Till They've All Gone Home— Cadence 1232—BMI		6	10
6. RICOCHET—T. Brewer Too Young to Tango—Coral 61043—	 -BM[8	6
7. MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BM		5	6
8. TO BE ALONE—Hilltoppers Love Walked In—Dot 15105—ASCA		13	5
8. VELVET GLOVE— H. Rene-H. Winterhalter Elaine—V 20-5405—ASCAP	•••••	19	3
10. ST. GEORGE AND THE DRAG S. Freberg Little Blue Riding Hood—Cap 2596—		7	5
11. THAT'S AMORE—D. Martin. You're the Right One—Cap 2589—A		–	1
12. ISTANBUL—Four Lads I Should Have Told You Long Age Col 40082—ASCAP		14	. 3
13. DRAGNET—R. Anthony Dancing in the Dark—Cap 2562—AS		10	11
13. HEY, JOE—F. Laine Sittin' in the Sun—Col 40036—BMI		12	14
13. LOVE WALKED IN-Hilltopp To Be Alone-Dot 15105-ASCAP	ers	19	3
16. CRYING IN THE CHAPEL—J Love Every Moment You Live—V 20	. Valli >5368—B	10 MI	14
17. EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—	-ASCAP	15	3
J. Shepard-F. Huskey I'd Rather Die Young-Cap 2505-B	 мі	15	10
19. YOU ALONE—P. Como Pa-Paya Mama—V 20-5447—ASCAP	,	··· –	1
20. CRYING IN THE CHAPEL	Orioles	–	10

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	*)	Last Week	Veeks on bart
1. YOU, Y	OU, YOU—Ames Brothers	1	21
Here C	TO RICHES—T. Bennett Comes That Heartache Again— 048—ASCAP	3	9
	IDE—F. Chacksfield ng Bugle Boy—London 1358—ASCAP	2	13
	CON DIOS_L. Paul-M. For Cap 2486—ASCAP	d 7	22
Till Th	MPARI—J. La Rosa ney've All Gone Home— nce 1232—BMI	6	10
	HET—T. Brewer	8	8
	TIMES—E. Fisher Be With You—V 20-5453—BMI	4	7
8. OH—P.	W. Hunt	10	19
S. Fr	ORGE AND THE DRAGONE' reberg Blue Riding Hood—Cap 25%—ASCAP	5	7
9. LOVE	WALKED IN—Hilltoppers	9	5
If I C	IDE—V. Damone ould Make You Mine— cury 70216—ASCAP	17	6
12. TO BE	ALONE—Hilltoppers	19	5
1 Shou	BUL—Four Lads	14	6
Lance	MAMA TREE TOP TALL— ers You Ever Mine to Lose?—Trend 63—B	—	1
15. PA-PA You A	YA MAMA—P. Como	12	4
N. (I	R COME BACK TO M King) ColeAll—Cap 2610—ASCAP		2
17. NO OT	THER LOVE—P. Como	15	22
	S AMOR. —D. Martin the Right One—Cap 2589—ASCAP		1
L. Pa	HA HEAR THEM BELL aul & M. Ford	S— 13	3
19. YOU A	ALONE—P. Como a Mama—V 20-5447—ASCAP	16	4
19. CRYIN	G IN THE CHAPEL—J. Val	li 18 BMI	17

VOX JOX

By CHARLOTTE SUMMERS

Success Story Two years ago Bill O'Connor quit a staff job at WGN, Chicago, to do free-lance work. In his first month he made just \$250, which forced him to sell his car, pawn his typewriter and really dig in. This past week O'Connor added 15 new half-hour deejay shows and two new TV shows to his schedule, all adding up to 491/2 sponsored hours weekly on six radio station. in Chicago (WIND, WCFL, WJJD, WAAF, WAIT, WMAQ) and three TV stations (WGN, WBKB, WBBM). Twice daily, across the board, he competes against himself by being heard on two radio stations, while being seen on a live TV show. Three times on Saturdays and fired was the best thing that hap-Sundays he competes with himself on four different radio

Jox Trix

stations.

nee" each week with five favorite ords in your column and thought songs of the students over KSO, you'd like to know that we are hard

. Jack Quinn, Des Moines. . . KWIE, Kennewick, Wash., conducted a listener contest to name his new late evening show. Best title selected from several hundred was "Quinn Pan Alley." . . . Jerry Nagle Jr., WROV, Roanoke, Va., has a new helper on his "Nightwatch" show called "Little Tom Gremlin" who takes a 33½ speed record and runs it up to 78 r.p.m. Gremlin uses only vocals with rhythm backing and has been causing quite a commotion with his gimmick in Roanoke.

Surface Noises

Joe Hoppel, WLOW, Portsmouth, Va., writes, "It seems to me that Julius La Rosa's getting pened to him since he met Arthur Godfrey. He not only doubled his salary, but they couldn't have come up with a better publicity stunt if they tried." . . And from Joe Smith and Dave Shallen-Drake University, of Des berger, WARD, Johnstown, Pa., Moines, conducts a quarter-hour "We've been reading the many segment of Ed Montray's "Mati- pleas from jocks for more recSee

PAGES 46 AND 48

Jubilee 5122-BMI

for



Best Sellers in These Categories:

SYMPHONY WORKS

CHILDREN'S RECORDS

COMPLETE OPERAS AND ORATORIOS

Packaged Record REVIEWS

at work developing a new minia- Frolic" over WAKR, Akron ... ture disk at 2 r.p.m.'s that will fit in the hold of the regular 45 r.p.m. records. This will not only give the listener and the jock two records in one, but will also save a lot of time changing the records."
. . . Gene Presson, WCMA, Corinth, Miss., complains, "I wish to say that this station is being neglected by Mercury, Capitol and RCA Victor record companies when it comes to record service. I wish to say that Decca and Columbia are giving us splendid service. However, it is difficult to

produce a show without the serv-

ice of other major companies."

Guestings

Ray Lehman, WEDO, McKeesport, Pa., played host to Ken Remo and the Ames Brothers. . . Hal Murray, WHKK, Akron, is scheduled to do an abbreviated version of his "Merry-Go-Round" at four different W. T. Grant stores in one day on their grand opening dates. . . . Recent guest stars on Jack Thayer's new TV deejay show over WCTN, Minneapolis, were Carl Ravazza, Eddie and Lucille Roberts, and Jan August. . . Hamish Menzies George Shearing, Dick Noel and Rico Turchetti all visited with 10. You Were Only Foolin' Gary Merker on his "Home Folks

Jimmy Darro spent most of a recent afternoon with Jack Duggan on WGAT, Utica, N. Y. . . . Howie Leonard, WPOR, Portland, Me., (Continued on page 42)

YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Billboard

NOVEMBER 20, 1943:

1. Paper Doll Sunday, Monday or Always

Pistol Packin' Mama (Dexter) Pistol Packin' Mama (Crosby)

People Will Say We're in Love

(Crosby)

6. Put Your Arms Around Me.

7. I Heard You Cried Last Night 8. Oh, What a Beautiful Morning

9. People Will Say We're in Love

(Sinatra)

10. Blue Rain

NOVEMBER 20, 1948:

1. Buttons and Bows 2. On a Slow Boat to China

3. A Tree in the Meadow

Twelfth Street Rag

5. Maybe You'll Be There

6. Hair of Gold, Eyes of Blue 7. My Darling, My Darling

8. My Happiness

9. It's Magic

From one of the biggest films of the year

"THE CAINE MUTINY"

AMES BROTHERS

Sing

BELIEVE THAT YOU'RE IN LOVE WITH ME c/w BOOGIE WOOGIE MAXIXE

20/47-5530

Who's "The Mysterious Stranger" on

FONTANE SISTERS'

big new Christmas record

KISSING BRIDGE

c/w SILVER BELLS

20/47-5524

The Tennessee Plowbou In His Greatest Ballad Performances

EDDY ARNOLD

I REALLY DON'T WANT TO KNOW c/w I'LL NEVER GET OVER YOU

20/47-5525

NEW RELEASES

RCA VICTOR—Release #53-47

POPULAR

KISSING BRIDGE

SILVER BELLS

The Fontane Sisters with Orch. Cond. by Hugo Winterhalter 20-5524 (47-5524)*

I CAN'T BELIEVE THAT YOU'RE IN LOVE

WITH ME

BOOGIE WOOGIE MAXIXE

The Ames Brothers with Hugo Winterhalter's Orch. and Chorus 20-5530 (47-5530)*

THUMBELINA—Polka

ALGOMA POLKA

Lawrence Duchow and his Orch. 20-5528 (47-5528)*

COUNTRY/WESTERN

I REALLY DON'T WANT TO KNOW I'LL NEVER GET OVER YOU

Eddy Arnold, The Tennessee Plowboy and his Guitar 20-5525 (47-5525)*

LONESOME PINE BREAKDOWN

FIVE STRING RAG

The Lonesome Pine Fiddlers

...... 20-5526 (47-5526)

DIG THAT CRAZY MOON!

THE FLAME OF LOVE Porter Wagoner. 20-5527 (47-5527)*

*45 rpm cat. nos.

BEST SELLERS

POPULAR

Santa Baby/Under the Bridges of Paris

Eartha 2'tt.20-5502 (47-5502)

You, You, You/Once Upon a Tune

Ames Brothers....20-5325 (47-5325)

A Baby Cried/One Moment More Lou Monte......20-5496 (47-5496)

You Alone/Pa-Paya Mama

Perry Como.....20-5447 (47-5447)

Many Times/Just To Be With You

Eddie Fisher.....20-5453 (47-5453) Changing Partners/Think

Dinah Shore.....20-5515 (47-5515)

June Valli......20-5488 (47-5488)

Mystery Street/Don't Forget To Write

The Velvet Glove/Elaine

Hugo Winterhalter-..enri Rene 20-5405 (47-5405)

My Upper Plate/I Saw Mommy Smoothin' Santy Claus Homer & Jethro...20-5456 (47-5456)

Don't Take Your Love From Me/Under Paris Skies The Three Suns...20-5347 (47-5347)

Eighteenth Variation/Introduction, Theme & Five **Variations**

William Kapell 10-4210 (49-4210)

I See the Moon/All Alone Walter Schumann 20-5478 (47-5478)

Where Did My Snowman Go!/Santa Brough! Me Choo Choo Trains

Spike Jones.....20-5497 (47-5497)

No Other Love/Keep II Gay

Perr, Como.....20-5317 (47-5317)

Crying in the Chapel/Love Every Moment You Live June Valli......20-5368 (47-5368)

COUNTRY/WESTERN

Christmas Roses/The Reindeer Bcocie Hank Snow.....20-5340 (47-5340)

I Forgot More Than You'll Ever Know/Rock-a-Bye

Davis Sisters.....20-5345 (47-5345)

When Mexican Joe Met Jole Blon/No Longer a Hank Snow.....20-5490 (47-5490)

I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love Bettv Cody......20-5462 (47-5462)

Mama, Come Get Your Baby Boy/If I Never Get to Heaven

Eddy Arnold.....20-5415 (47-5415) Pig Latin Serenade/You're i "Downfall

Johnnie & Jack...20-5483 (47-5483)

Sorrow & Pain/You're Gone Davis Sisters.....20-5460 (47-5460)

Too Young to Cut the Mustard/Three Little Fiddlers Jerry Glenn.....20-5491 (47-5491)

How's the World Treating You/Free Home Demonstration Eddy Arnold......20-5305 (47-5305)

Three O'Clock in the Morning/City Slicker

Chet Atkins.....20-5484 (47-5484)

RHYTHM/BLUES

Let's Get the Party/I Know What I'm Doin' Buddy Lucas.....20-5508 (47-5508)

Don't Pass Me By/6et Lost The u Droppers. . 20-5504 (47-5504)

Beginning to Miss You/Rhythm in the Breeze John Greer.....20-5370 (47-5370)

Copyrighted material

THE SOUND OF CHISTMAS IS BETTER THIS YEAR



LONDON, Nov. 14.—On a visit here Elliott Shapiro, of Shapiro-Bernstein & Company, has been on the lookout for new British songs. Claiming he was entirely satisfied with the way British publishers handled his firm's songs here, Shapiro said he was anxious to extend his present contacts. Speaking of the Anglo-U.S. sales he said, "I am confident -that this two-way traffic will continue indefinitely, to our mutual benefit."

Deejays, please send for sample copy if you have not already received one.

SANDY STEWART'S GREATEST!

"SATURDAY NIGHT"

"I'M GOING HOME"

MIKE PEDICIN'S LATEST!

"NEVER MIND"

"MM — BOY!"



Manufactured by GOTHAM RECORD CORP. 1626 Federal St., Philadelphia 46, Pa.

The Four Tunes

"I GAMBLED WITH LOVE" Jubilce 5128

The Orioles "WRITE AND TELL ME WHY"

"THE MISSION OF ST. AUGUSTINE" Jubilee 5127

JUBILEE RECORD CO., Inc. 315 W. 47th St., N. Y., N. Y.



THE LABEL WITH A FUTURE . . .

3208 So. 84th St. Philadelphia 42, Penna.

Xmas Sale Special ALBUMS

Select from over 200 different numbers on 78 and 45 rpms. 50¢ and up

WRITE FOR 12 PAGE FREE CATALOG

VEDEX COMPANY 134 10th Ave. New York 19, N. Y. CI 7-3494

Again, Again & Again They're all playing

MARY MAYO'S

"AGAIN, AGAIN & AGAIN"

backed with "Star of My Dreams"



107 West 43rd Street New York 36 COlumbus 5-8575

Dealers-Distributors

World's largest selection of spe-cialized Dance Records for dance teachers and students . . . Tap Ballet, etc. Write or wire

RUSSELL RECORDS Ventura, California

The Billboard's Music Popularity Charts

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Chicago I SEE THE MOON

W. Schumann, Victor 20-5478

9. St. George and the Dragonet

Cleveland

S. Freberg, Capitol

E. Fisher. Victor

Hilltoppers, Dot

T. Brewer, Coral

D. Martin, Capitol

J. La Rosa, Cadence

T. Bennett, Columbia

F. Chacksfield, London

L. Paul-M. Ford, Capitol

Ames Brothers, Victor

Ames Brothers, Victor

F. Chacksfield, London

L. Paul-M. Ford, Capitol

Denver

3. St. George and the Dragonet

F. Chacksfield, London

Ames Brothers, Victor

T. Bennett, Columbia

P. W. Hunt, Capitol

J. Murad, Mercury

T. Brewer, Coral

8. Story of Three Loves

L. Paul-M. Ford, Capitol

Detroit

F. Chacksfield, London

T. Bennett, Columbia

Four Tunes, Jubilee

Hilltoppers, Dot

T. Brewer, Coral

E. Fisher, Victor

8. Vaya Con Dios

- T. Brewer, Coral

T. Bennett, Columbia

P. W. Hunt, Capitol

F. Chacksfield, London

L. Paul-M. Ford, Capitol

2. Rags to Riches

5. Vaya Con Dios

L. Diamond, Ambassador

L. Paul-M. Ford, Capitol

P. Como, Victor

10. Lover Come Back to Me

N. (King) Cole, Capitol

Kansas City, Mo.

J. La Rosa, Cadence

S. Freberg, Capitol 4. You, You, You

5. Rags to Riches

6. Vaya Con Dios

7. Oh

9. Ricochet

1. Ebb Tide

3. Marie

2. Rags to Riches

4. To Be Alone

6. Many Times

5. Ricochet

7. Off Shore

9. You Alone

1. Ricochet

3. Ebb Tide

4. Oh

S. Freberg, Capitol

P. W. Hunt, Capitol

Liberace, Columbia

T. Bennett, Columbia 7. Story of Three Loves

Dallas-Ft. Worth

2. St. George and the Dragonet

P. W. Hunt, Capitol

10. Many Times

1. To Be Alone

2. That's Amore

3. Eh Cumpari

5. Rags to Riches

7. Vaya Con Dios

9. You, You, You,

You, You, You

4. Vaya Con Dios

6. Rags to Riches

3. Ebb Tide

1. Ebb Tide

2. Eh Cumpari

5. Oh

P. Como, Victor

4. Ricochet

6. Ebb Tide

8. You Alone

10. Oh

New York....SOUTH OF THE BORDER OFF SHORE

F. Sinatra, Capitol 2638 R. Hayman, Mercury 70252

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

Atlanta

- 1. Rags to Riches T. Bennett, Columbia
- 2. Vaya Con Dios L. Paul & M. Ford, Capitol
- 3. Ebb Tide F. Chacksfield, London
- 4. Dragnet
- R. Anthony, Capitol
- 5. St. George and the Dragonet S. Freberg, Capitol
- 6. Eighteenth Variation W. Kapell, Victor
- 7. Ricochet
- T. Brewer, Coral 8. Crying in the Chapel J. Valli, Victor

Boston

- 1. You Alone
- P. Como, Victor 2. Eh Cumpari
- J. La Rosa, Cadence
- 3. That's Amore D. Martin, Capitol
- 4. Vaya Con Dios
- L. Paul & M. Ford, Capitol 5 Rags to Riches
- T. Bennett, Columbia
- 6. You, You, You
- Ames Brothers, Victor 7. Ebb Tide
- F. Chacksfield, London
- 8. Many Times
- E. Fisher, Victor

Buffalo

- 1. Vaya Con Dios
- L. Paul & M. Ford, Capitol 2. Eh Cumpari
- J. La Rosa, Cadence
- 3. You, You, You
- Ames Brothers, Victor 4. Rags to Riches
- T. Bennett, Columbia
- 5. No Other Love P. Como, Victor
- 6. Many Times
- E. Fisher, Victor

Chicago

- 1. Rags to Riches T. Bennett, Columbia
- 2. Ricochet T. Brewer, Coral
- 3. Eh Cumpari
- J. La Rosa, Cadence
- 4. I See the Moon
- W. Schumann, Victor
- 5. That's Amore
- D. Martin, Capitol
- 6. In the Mission of St. Augustine S. Kaye, Columbia
- 7. Velvet Gloves H. Winterhalter-H. Rene, Victor
- 8. Ebb Tide
- F. Chacksfield, London
- Eighteenth Variation W. Kapell, Victor
- 10. You Alone P. Como, Victor

Cincinnati

- 1. Rags to Riches T. Bennett, Columbia
- 2. Ebb Tide
- F. Chacksfield, London
- 3. Vaya Con Dios
- L. Paul & M. Ford, Capitol 4. You, You, You
- Ames Brothers, Victor
- 5. Eh Cumpari J. La Rosa, Cadence
- 6. Ricochet
- T. Brewer, Coral 7. Oh
- P. W. Hunt, Capitol
- 8. Love Walked In Hilltoppers, Dot

- 6. Many Times
- E. Fisher, Victor 7. Eh Cumpari
- J. La Rosa, Cadence 8. Story of Three Loves
- Liberace, Columbia

Los Angeles

- 1. Ebb Tide
- F. Chacksfield, London
- 2. Eh Cumpari
- J. La Rosa, Cadence 3. You, You, You
- Ames Brothers, Victor
- 4. Rags to Riches
- T. Bennett, Columbia 5. Vaya Con Dios
- L. Paul & M. Ford, Capitol 6. St. George and the Dragonet S. Freberg, Capitol
- 7. Oh
- P. W. Hunt, Capitol 8. Crying in the Chapel
- E. Fitzgerald, Decca 9. Istanbul Four Lads, Columbia

Milwaukee

- 1. Ebb Tide
- F. Chacksfield, London
- 2. Eh Cumpari J. La Rosa, Cadence
- 3. Rags to Riches
- 4. Istanbul Four Lads, Columbia
- 5. I See the Moon
- Mariners, Columbia
- 6. Many Times E. Fisher, Victor
- 7. You Alone P. Como, Victor

- 1. Rags to Riches
- T. Bennett, Columbia

4. Ebb Tide

- 3. You, You, You
- Ames Brothers, Victor
- F. Chacksfield, London 5. That's Amore

New York

- L. Paul-M. Ford, Capitol
- 2. Ebb Tide
- F. Chacksfield, London
- J. La Rosa, Cadence
- 4. Rags to Riches
- 5. South of the Border
- F. Sinatra, Capitol 6. Pa-Paya Mama
- M. Miller, Columbia 8. St. George and the Dragonet
- S. Freberg, Capitol
- 9. Dragnet R. Anthony, Capitol

Philadelphia

- L. Paul-M. Ford, Capitol
- 2. Eh Cumpari
- 3. Rags to Riches
- 4. Ebb Tide
- F. Chacksfield, London 5. Many Times
- E. Fisher, Victor 6. Ricochet
- Ames Brothers, Victor
- 8. Pa-Paya Mama
- P. Como, Victor 9. St. George and the Dragonet S. Freberg, Capitol

Pittsburgh

- 1. That's Amore
- P. Como, Victor
- To Be Alone
- 5. That's All

7. Marie

. . . For Week Ending November 14

- Four Tunes, Jubilee
- 8. Eh Cumpari J. La Rosa, Cadence
- 9. Off Shore L. Diamond, Ambassador

St. Louis

- 2. Rags to Riches
- 4. To Be Alene
- 5. That's Amore
- D. Martin, Capitol
- Liberace, Columbia 7. Ricochet

T. Brewer, Coral

San Francisco

- F. Chacksfield, London

 2. That's Amore
- D. Martin, Capitol
- L. Paul-M. Ford, Capitol 4. Rags to Riches
 - Seattle
- 1. Eh Cumpari
- 2. Vaya Con Dios
- L. Paul-M. Ford, Capitol
- F. Chacksfield, London
- 4. Rags to Riches
- 5. Istanbul Four Lads, Columbia
- Liberace, Columbia 7. Velvet Glove
- Victor
- 9. Ricochet
- T. Brewer, Coral 10. St. George and the Dragonet

- 1. You, You, You
- T. Bennett, Columbia
- J. La Rosa, Cadence
- 7. Ricochet

9. You Alone

T. Brewer, Coral 8. That's Amore D. Martin, Capitol

Max and Herb Lutz Named in 20G Suit

HOLLYWOOD, Nov. 14.-Suit was brought against Max and Herb Lutz, of Lutz Bros.' Music

By Stanford, Raksin

the plaintiffs asking the court for an accounting and declaratory relief. Involved in the matter is the tune "Greatest Inventor of Them All," for which Stanford and Raksin are asking upward of \$20, 0

It is the plaintiff's allegation that Lutz Bros, withheld monies due them. Suit, i effect, will test the validity of the Standard Songwriters' Protective Association contract. Stanford and Raksin claim they were paid only \$8,000. In addition to standard author's royalties, the songscribes allegedly owned one-third of the publishing rights of the song. Tune, on the back of the click, "Mona Lisa," Capitol etching by Nat (King)

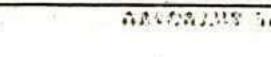
- 1. Marie Four Tunes, Jubilee
- T. Bennett, Columbia
 3. Story of Three Loves
- J. Murad, Mercury
- Hilltoppers, Dot
- 6. Ave Maria
- 1. Ebb Tide
- 3. Vaya Con Dios
 - T. Bennett, Columbia
- J. La Rosa, Cadence
- 3. Ebb Tide
- T. Bennett, Columbia
- 6. Story of Three Loves
- H. Winterhalter, H. Rene,
- 8. Many Times E. Fisher, Victor
- S. Freberg, Capitol
- Washington—Baltimore
- Ames Brothers, Victor 2. Ebb Tide
- F. Chacksfield, London 3. Rags to Riches
- 4. Vaya Con Dios L. Paul-M. Ford, Capitol 5. Eh Cumpari
- 6. St. George and the Dragonet S. Freberg, Capitol
- P. Como, Victor

and Herbert Music, Inc., this week in Superior Court by songscribes Dok Stanford and Ruby Raksin. Complaint charges breach of contract and breach of trust, with

Cole, reportedly sold in excess of 1,300,000 platters.

- 3. Istanbul Four Lads, Columbia
- 6. Rags to Riches T. Bennett, Columbia

- T. Bennett, Columbia
 - New Orleans
- 2. Many Times E. Fisher, Victor
 - D. Martin, Capitol
- 1. Vaya Con Dios
- 3. Eh Cumpari
- T. Bennett, Columbia
- P. Como, Victor 7. Under Paris Skies
- 10. Off Shore R. Hayman, Mercury
- 1. Vaya Con Dios
- J. La Rosa, Cadence T. Bennett, Columbia
- T. Brewer, Coral 7. You, You, You
- 10. You Alone P. Cemo, Victor
- D. Martin, Capitol 2. You Alone
- Hilltoppers, Dot Nat (King) Cole, Capitol
- plus interest and court costs.
 - - Copyrighted material





SALES GROW WHEN YOU GO 45

Eddie Fisher crashes through again

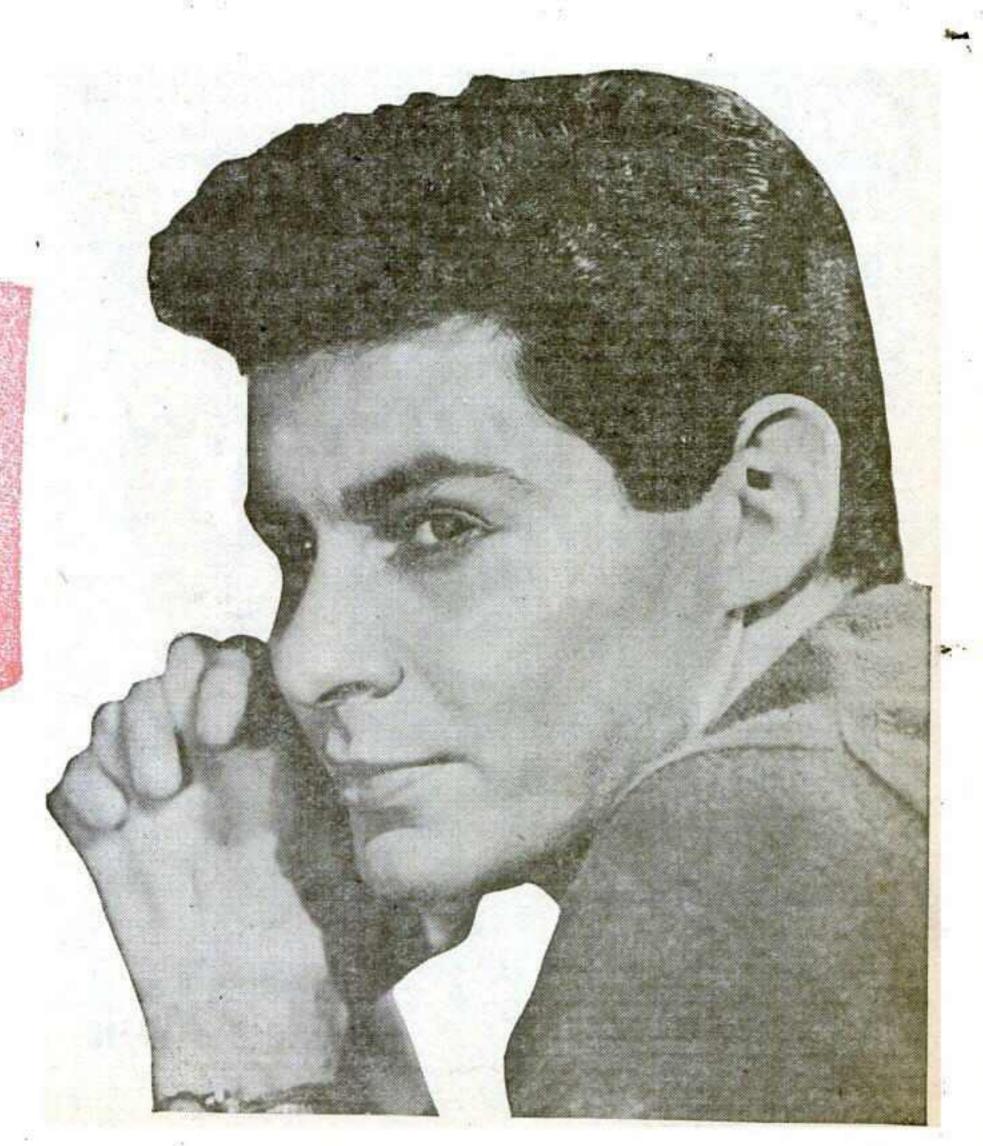
with the first complete vocal of

OH! MY PAPA

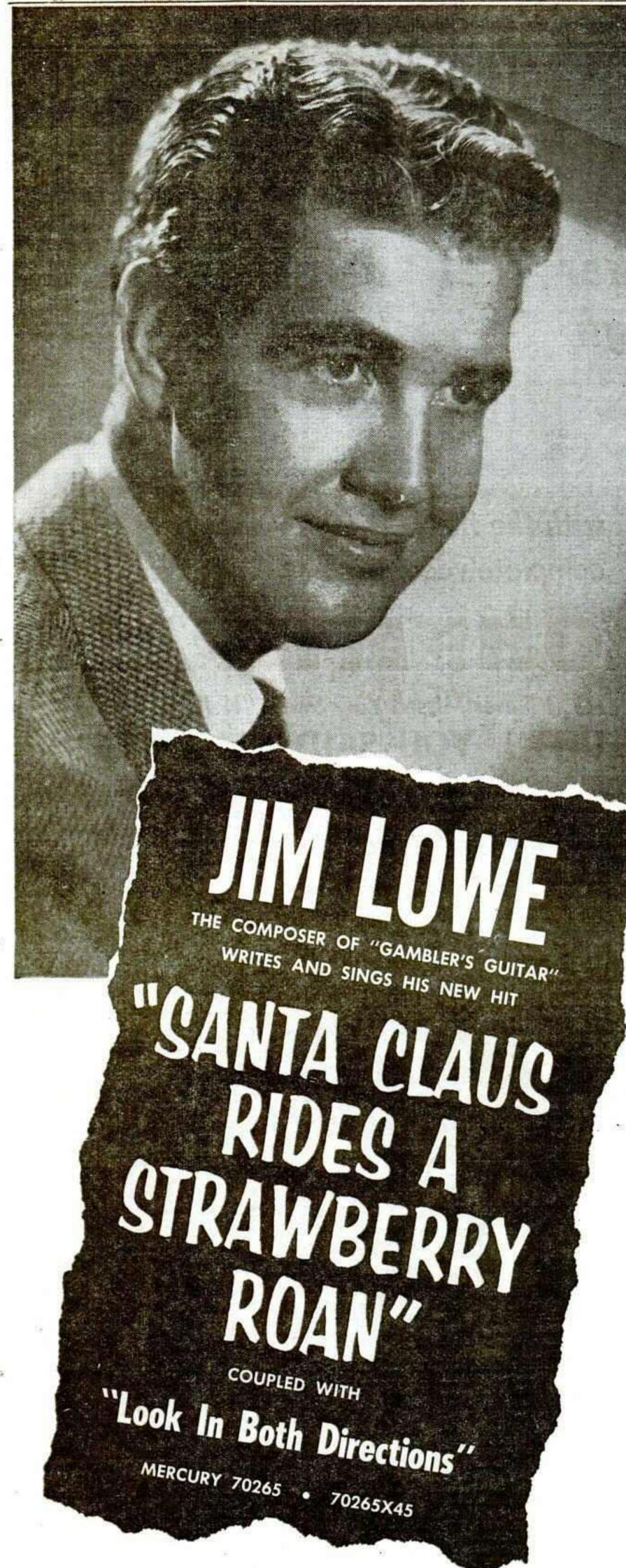
c/w (I Never Missed Your Sweet "Hello")

UNTIL YOU SAID "GOODBYE"

with Hugo Winterhalter and his Orchestra 20/47-5552







RECORDS

PUBLISHED BY Brandom Music

CHICAGO

VOX JOX

Continued from page 38

played host to Rudy Vallee, who was in town for a one-man show.

Lorry Raine's manager-public-

This 'n' That

ity agent, Tim Gayle, would like to know the call letters of the station in Mobile, Ala., that Rod Stevens broadcasts from, so that he can thank him for his enthusiastic card about "Tears to Cry." ... Charles Glass, WJDA, Quincy, Mass., believes that the new LP

teners to phone in comments on the tune. Final tabulation was 46 people praising the tune and four not for it.

Change of Them

Paul Masterson, early-morning deejay of KECA, Los Angeles, is the new host presiding over the Hollywood portion of ABC radio net's new hour-long show, "Celebrity Table."... Jerry Kay is now at WLBR, Lebanon, Pa., with limited edition album of the late a two-hour show called the "1270 Glenn Miller will start a new fad Club." ... Paul Chamberlain is in bringing back the classics in taking over the night trick at the pop field... Malone Keltner, WTWN, St. Johnsbury, Vt., re-KENM, Portals, N. M., writes, placing Elby Sevens who is "What a kick this Freberg record | changing to the day shift.... John is. Everyone out her is going Michaels, formerly with WVKO, wild."... Jim Toscano and Elmer | Columbus, O., is now spinning at Herda, WNCC, Barnesboro, Pa., WOKY, Milwaukee. . . . Jim recently aired "That's Amore" by Forsythe has joined the staff of Dean Martin and asked their lis- WJMR, New Orleans.

Victor's New Label Planning

Continued from page 16

would be named in about 10 days. on Victor, to a new label. Here, He pointed out that the label Victor feels, it can better merwould be introduced thru some chandise and sell r.&b. material 30 distributors and that Victor's on another label, the the current investment to get it established RCA Victor distributors in many would be over \$250,000. As previously reported the label would Again, Sacks points out, the basic sell its singles for 85 cents, plus tax, and would feature talent other than that on RCA Victor currently.

Said Sacks: "We are going into this with the intention of making money-that can be done only if we make money for the dealers and distributors handling our product. We'll have the hits because we'll have to have the hits." Firm's Other Labels

Victor's Camden label, handled thru the custom division, will be sold by over 125 outlets by the first of the year. Plans still call outlets not now doing the large volume of the packaged merchandise business.

rhythm and blues material, now ventures."

territories could handle the line. thinking is toward the ultimate widening of the total disk market to the benefit of all levels of the record industry.

Of course, Sacks says, there will be no slackening of Victor's efforts on its RCA Victor label. He points to recent issues on Victor which demonstrate the label's plan to increase the quality and merchandising efforts on RCA Victor record releases.

"It is our intention to get more people to think, hear and buy more records of all types. Whatever we do in the nature of exfor selling the record thru those panding public interest in recorded music will benefit the entire recording industry. All these Another Victor project reported vestment by RCA Victor—and in The Billboard over the past you can be sure that we're not few months is the switching of going to invest in unprofitable



IT'S KAY STARR'S

CHANGING PARTNERS"

I'LL ALWAYS BE IN LOVE WITH YOU

Billboard says:

NEW RECORDS TO WATCH

Popular

Changing Partners (Porgie, BMI)—Capitol KAY STARR

2657

Schmaltzy tune with see Waltz" feeling each of

shape bir

Record No. 2657



CORAL 61087-The fine oldie re-

ceives a good instrumental reading from the Les Brown ork, even the the ork could have had a more potent

disking with a more exciting arrange-

ment. However, it should pull spins

and will interest the band's fans.

Seems a shame for the fine ork to

waste its precision and sound on this

weak hunk of riff material. The

ork's performance is in there, but it

is doubtful if this will get more than

LES BROWN ORK

(Rockaway, BMI)

Flip Lid....69

Get Acquainted With the Most Efficient

ONE STOP RECORD SERVICE

IN THE COUNTRY

WE CAN SUPPLY ALL YOUR RECORD REQUIREMENTS-ALL SPEEDS-ALL LABELS AT WHOLESALE COST PLUS SMALL SERVICE CHARGE. ALSO FREE TITLE STRIPS.

WE GUARANTEE:

- BEST PRICES
- FASTEST SERVICE
- MOST COMPLETE FILLING OF ORDERS

TRY US AND BE CONVINCED.

ALL SHIPMENTS C.O.D. TOKEN DEPOSIT REQUIRED WITH FIRST ORDER.

TOWN HALL Record Service

188 RIVERDALE AVENUE

BROOKLYN 12, N. Y.

DI 6-2735



Stan Kenton records arrangements by Westlake College of Music graduate, Bill Holman. Fill out coupon to get school catalog. Approved for vets, too.

WESTLAKE COLLEGE OF MUSIC

Dept. N-13, 6626 Yucca St., Hollywood 28, Calif. HU 2-2387

Name Age Address City State......

I wish to study in Class | by mail |



Popular Record Reviews

Continued from page 34

TED STREATER ORK The Most Beautiful Girl

M-G-M 30831 — This is a perennial favorite as done by Streater. Taken

from an album, this single should call for a good and steady sale. You Are Too Beautiful 71

Another highly stylized reading from the same album.

FRANKIE CARLE

Flame 74 V 47-5521 - Carle, backed by an unidentified vocal group and rhythm section, turns on the heat here. Carle's keyboard technique is as brilliant as ever and integrated nicely with the lyric. Tune is a familiar oldcountry effort, and should pull spins. (Winneton, BMI)

Love Paris (M)....73

The veteran pianist covers the current hit song in his characteristic style. Rather late to get more than token action, tho. (Buxton Hill, ASCAP)

EDDIE HEYWOOD

DECCA 28893 - The fine Leslie-Ahlert standard is dressed in a Latin beat here. Eddie Heywood's ork, with Eddie on the keyboards, gives a fiery, smartly-paced reading. Good (Bregnian, Vocco & Conn, ASCAP)

You Too, You Too? 73

An intricately-patterned bolero-mambo, this one features Eddie Heywood and his ork, with Eddie at the piano. Will appeal to buyers who dig this Latin beat. (E. B. Marks, BMI)

LAWRENCE WELK ORK

CORAL 61100-Good version of the theme from "Little Fugitive." Welk uses his accordion in lieu of the harmonica used in the film and on other disk versions. Should share in the action. (Trinity, BMI)

Coney Island 71

Another item from the same film which should get spins because of its melodic line and the neat orchestration. Trinity, BMI)

JOHNNY VADNAL ORK

I Never Knew 70

lyric in English handled by a male trio. (Gala, BMI)

NORO MORALES ORK

Istanbul74 V 47-5522-The novelty click is given a mambo ride by the high-powered Morales ork. Could create some excitement in pop circles and should be fair meat for the jocks. (Alamo, ASCAP)

Am I Blue? 70 The oldie is twisted out of rhythmic shape by the Latin ork, but it sounds right fine. Lyrics in English are sounded by a small male combo.
(Witmark, ASCAP)

RAY BLOCH ORK

CORAL 61090-Between lovely instrumental passages Leon Janney parrates an enchanting tale about an Argentine donkey that could dance. It's cute and happy and should pull spins, and please the kiddies. (Hollybrook, ASCAP)

Vicki....72 A theme from the flick "Vicki" is whistled by Fred Lowery against a rich backing by Bloch and his men. It is a pretty melody. (Frank, ASCAP)

THE HONKY-TONKS

Ragtime Man73 V 47-5514-An unidentified female vocalist sings here of an old New Orleans musician, and gets a rousing ragtime backing from the Honky-Tonks. Good wax. (Lochroe, ASCAP) It's All the Same to Me....71

In a different mood, but also against a ragtime styled background, the same vocalist shouts out her indifference to the man who is stepping out on her. An attractive novelty. (Bourne, ASCAP)

Yes Dear74 V 20-5481-The hokey waltz done as a boy-girl duet and with a rag-timey alto sax lead should do fine for ops

and could catch on in the Midwest. (Frederick, BMI) Good polks trading here with the

LOUIS ARMSTRONG ORK

Cool Yule72 DECCA 28943 - Jazzy Christmas greetings from the voice and trumpet of the fabulous Louis is quite a production. Hs fans will want, (Bregman, Vocco & Conn, ASCAP)

token spins. (Marmor, BMI)

Zat You, Santa Claus? 72 Patter disk by Armstrong is good for ·kicks and accordingly should get some spins. (Broude, ASCAP)

LAWRENCE WELK ORK

The Angel on the Christmas Tree72 CORAL 61081-The Welk ork bids for the Christmas stakes with a pleasant rendition of this new holiday ditty, with kid-singer Sara Berner handling the vocal. Gal's vocal is of the type that is heard on many Christmas disks. Nice wax for the holidays. (Harman, ASCAP)

Are My Ears on Straight....72 Sara Berner's vocal on this muchwaxed Christmas effort is a cute one. and the Welk ork's backing helps a lot. If the tune catches this version could cull some of the action. (Sher-

VERA LYNN

Don't Leave Me Now72 LONDON 1382-A full performance by the thrush of a soaring love ballad, but material is probably not suited for big pop action. Jocks should award it occasional spins.

You Won't Forget Me 72 Same comment.

JERI SOUTHERN

You Said72 DECCA 28892 - Pretty performance by the thrush on a pleasant new effort, backed quietly by Camarata's ork. Deejays will give it a lot of use. (World, BMI)

Speak Softly to Me 72 Another stylized reading by Jerl Southern, this time on a sophisticated new tune. Again, for the jocks. (Regent, BMI)

MARION CARUSO

DECCA 28917—Show ditty is from the upcoming musical, "Almanac," by John Murray Anderson, It's sung warmly by Miss Caruso and if the song makes it this version ought to pull its share of the action. (Frank, ASCAP)

Pine Tree, Pine Over Me....71 Steady-beat waltz ditty has a noveltyfolk flavor that may appeal to many listeners. Miss Caruso gives it a straight and full-voiced rendition. (Miller, ASCAP)

CHARLES PAUL ORK

M-G-M 11634-This is the best version of the TV theme this far issued. Perhaps because Paul wrote it and conducts the TV show's ork. It'll get promotion, if that'll help.

Love (Nora Drake Theme)....69 Another theme-this from a soap opera. Paul wrote this too. Okay instrumental.

CHARLIE VENTURA

My One and Only Love70 CORAL 61091. - Ventura gets a chance to turn in some lovely tenor sax work on this new cutting of a new ballad. He is supported capably (Continued on page 50)

Copyrighted material

SMASH HITS!

LEO DIAMOND

AND HIS HAUNTING HARMONICA

THE ORIGINAL BY THE COMPOSER

b/w EASY MELODY

AMBASSADOR #1005 & 45-1005

PLAYING THE SONG HE FEATURED IN THE NEW RITA HAYWORTH PICTURE

"SADIE THOMPSON'S SONG"

A SLAM-BANG ARRANGEMENT OF

"ON THE MALL"

AMBASSADOR #1006 & 45-1006

AMBASSADOR RECORD COMPANY

1819 W. Pico Blvd.

Los Angeles 6, California

Phone Dunkirk 84027

THE TUNE THAT STARTED LONDON'S NEWEST DANCE CRAZE! Introduced in on television's "DON HOLLENBECK NEWS SHOW" November 8th Channel 2 *This is the original composition published and recorded in London. Any infringers or imitators will be prosecuted. MILLER MUSIC CORPORATION . 799 SEVENTH AVENUE, NEW YORK 19, N. Y. . LESTER SIMS, Gen. Prof. Mgr.

THERE'S NO DENYING



"CHANGING PARTNERS" IS A TAILOR MADE HIT FOR

MERCURY 70260 • 70260X45

A DOUBLE BARRELED HIT!

AATIVE DANCER'

MERCURY 70256 • 70256X45

Rusty Draper
VE LONESOME
FR' SONG'



PACKAGED RECORD REVIEWS

Packaged Record Review Ratings CLASSICAL LP'S

SYMPHONY

MOZART: SYMPHONY NO. 38 IN D; SYMPHONY NO. 34 IN Musica Symphony, Vienna; Jascha Horenstein, Cond. Vox PL 8040 70

COMPLETE OPERA

STRAVINSKY: THE RAKE'S PROGRESS (3-12")—Hilde Gueden, Blanche Thebom, Eugene Conley, Mack Harrell; Igor Stravinsky conducting the Chorus and Orchestra of the Metropolitan Opera Association. Columbia SL 125 80

EXTENDED ORCHESTRAL WORKS

COPLAND: APPALACHIAN SPRING: EL SALON MEXICO

INSTRUMENTAL

HANDEL: SUITE NO. 5 IN E MAJOR: BACH: PARTITA NO. 6 IN E MINOR: SCARLATTI: SONATAS (1-12") - Walter Luboshutz-Genia Nemenoff, Duo Pianists. Remington 199-147 71 SIMON BARERE: FAREWELL (1-12")-Simon Barere, Pianist. Remington R 199-144 69 COPLAND: PASSACAGLIA; PIANO VARIATIONS; PIANO SONATA (1941) (1-12")-Webster Aitken, Pianist. Walden 101 63

CHAMBER MUSIC

MOZART: SIX QUARTETS DEDICATED TO HAYDN (3-12") MAJOR, K. 590 (1-12")—The Barchet Quartet. Vox PL 8260.. 62

CONCERT BAND

AMERICAN CONCERT BAND MASTERPIECES (1-12") -Eastman Symphonic Wind Ensemble; F. Fennell, Cond.

COMEDY

ANNA RUSSELL SINGS! AGAIN? (1-12")—Columbia ML 4733 83

POPULAR ALBUMS

BACKGROUND MUSIC

MOOD MUSIC (1-12")—Paul Weston Orchestra. Columbia CL 527
DREAM TIME MUSIC (1-12") — Paul Weston Orchestra.

GYPSY. MUSIC

PLAY, GYPSY (1-10") - Edi Csoka, Violin, and Orchestra. Vanguard VRS 7003 70

VOCAL

LET THERE BE LOVE (1-10")—Joni James; Lew Douglas Ork. M-G-M E 222 87

MOVIE SCORES

KISS ME KATE (1-12")-Kathryn Grayson, Howard Keel, Ann Miller; M-G-M Studio Orchestra; Andre Previn, Cond. M-G-M E 3077 84

THE ROBE (1-12") — The Hollywood Symphony Orchestra;

Alfred Newman, Cond. Decca DL 9012 80 MIKLOS ROZSA: SPELLBOUND CONCERTO: THE RED HOUSE; QUO VADIS SUITE (1-12")-Frankenland State Orchestra of Nurnberg; Erich Kloss, Cond. Capitol P 456 70



RCA VICTOR'S custom record service

* RECORDING your material and production ideas . . . In the nation's best equipped studios.

** PROCESSING your order gets RCA's famous engineering know-how . . . latest and soundest duplicating techniques.

your records are precision-pressed . . . carefully inspected to insure uniform high quality. * PRESSING

* SHIPPING & HANDLING your lob is handled with care— A COMPLETE SERVICE AT COMPETITIVE PRICES

FOR ALL INDEPENDENT LABELS

RCA VICTOR custom record sales RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION



NEW YORK 630 5th Ave. JUdson 2-5011

CHICAGO WHitehall 4-3215

HOllywood 4-5171



RCA CUSTOM-

MAKES

every type and speed

* 61/2" and 7" children's

* a variety of special

records to meet your

individual requirements

record including:

RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

in another category.
Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Chamber Music **Budapest 'Four'** Heard in Six

Mozart Works

Columbia has presented dealers with another top-flight chamber music package in its new set by the Budapest String Quartet. This is the group which has main-tained near undisputed sway over the affections of the majority of chamber music enthusiasts for many years. And their records sell unusually well within the limits of the market, which, incidentally, is expanding in healthy fashion.

Their latest package can serve as a strong follow-up to the complete set of the Beethoven Quartets, released some time back. We now have, in a three-disk album, their readings of the six quartets. their readings of the six quartets which Mozart dedicated to Haydn. These are among the most popular in the entire literature and the performances and recording are of the highest quality. Dealers who do even token chamber music volume can't afford to neglect this set. Sales should be good over the long stretch.

Another disk of more than passing interest is the coupling, not unique, of two Prokofiev Sonatas for Violin and Piano. The interpreters, Isaac Stern and Alexander Zakin, bring a youthful zest and spirit to the works which strikes with immediate impact. Patrons who like to delve into the modern idiom, but still insist on recognizable tunes, can be approached successfully with this Is Horowitz.

For Piano

Gieseking Pack **Paces Entires**

Walter Gieseking, whose recordings of the piano works of Debussy have been consistent best-sellers, reminds his audience in a new Columbia release that he is not to be regarded as a period specialist. Turning to the Sonatas of Scarlatti, Bach's Partita No. 6 and Handel's Suite No. Gieseking shows an equal technical command and understanding of the older music. That numerous host that considers Gieseking one of the two or three greatest pianists active today will need little persuasion from dealers to sample these brilliantly realized works.

Simon Barere was a respected pianist who suffered an untimely dissonant harmonies he employs death a little over two years ago. do not immediately recommend A Farewell Album issued by themselves. Walden has per-Remington, consisting of works formed a real service, however, recorded at actual Carnegie Hall in presenting three significant recitals, recalls his outstanding Copland works in a new release: Some bands are regretably

www.americanradiohistory.com

From the Sound Track

Decca, M-G-M and Capitol Offer Movie Scores in Appealing Sets

strong sales material via sound previously issued and added the track recordings, or background and theme music. Three recent issues on three labels once again bear out this point. Decca Records has issued the background score from the big-grossing Cinamascope production The Robe using Alfred Newman, the composer, as conductor of the Holly-wood Symphony Orchestra. This package should do quite well anywhere the film has been played. The critical and public acclaim for the film will directly affect the commercial sale of the package.

Now that Cole Porter's Kiss Me, Kate has been put on film, the score is also available as a sound-track album. Starring Kathryn Grayson, Howard Keel and Ann Miller, both the film and the M-G-M album package make for good consumer material - tho there may be those who still prefer the original Broadway cast

In line with the recent added interest in instrumental back-

Repertoire Is Varied in New

Aside from a fine Mercury disk coupling the Mozart Symphonies Nos. 38 (Prague) and 34 by Kubelik and the Chicago Symphony, this week's crop of orchestral records is noteworthy for its annual repertoire. A second Mercury release features the wind ensemble of the Eastman Symphony in a concert band performance. The concert-type band (as opposed to the more familiar brass or marching variety) is coming in for considerable popularity these days, and here's a disk that should be of considerable interest to this growing cult. Titled American Concert Band Masterpieces, it showcases comparatively little known and previously unrecorded works of six contemporary American composers. Of particular interest in demonstrating the versatility of a stringless ork is Robert Russell Bennett's Suite of Old American Dances. For those who like music in a lighter vein, this is a good package to recom-mend. It's in the label's Olympian series.

Another recording of a contemporary American writer is the Vanguard coupling of Aaron Cop-land's Appalachian Spring and El Salon Mexico. It's the first time the two have been coupled, and the Vienna State Opera Ork turns in a very workmanlike performance on a disk of excellent sound. From Vox comes Symphony No. 9 by Bruckner who, according to all accounts, wrote this as a summation of his life. It's a good entry for a specialized market.

Nev Gehman.

marred by surface noise and wavering volume control.

The piano works of Aaron Copland are but scantily represented on LP. The austere melodies, the uncompromising, often harshly ficult "Islamey" of Balakireff. only, and they will not need to be at least take care of the light bill. (Continued on page 48)

Motion pictures continue to ground music from film, Capitol supply disk companies with has re-packaged some material

Met Production Of Stravinsky Opera on Vinyl

Probably one of the most exciting musical events at the Metropolitan Opera this past season was the presentation of the new Stravinsky opera, The Rake's Progress, based on a fable by W. H. Auden and Chester Kallman. First presented at the Teatro alla Fenice in Venice in the fall of 1951, the opera has now been performed over 200 times thruout Europe, both in the free world and in the Iron Curtain countries. Wherever it has been performed, from Venice to New York, it has created intense musical interest and has provoked widely varied critical comment.

Now, for the first time, Columbia has made available, on three LP recordings, the complete opera in English, conducted by the composer, and featuring the chorus and orchestra of the Metropolitan Opera. The singers include Hilde Gueden, Blanche Thebom, Eugene Conley and Mack Harrell, who were featured in the original Met production. It is a superb recording, with sensitive and dramatic performances by the featured artists. Stravinsky's forceful conducting of the chorus and ork welds the opera together into a united musical production. And the recording itself, from a technical aspect, is excellent.

There seems to be little question that "The Rake's Progress" will quickly become one of the more important items dealers will handle this fall and winter. The fact that this is the first recording of the work that it is conducted by Stravinsky, that it features some of the top stars of the Metropolitan, and that it is the newest work by one of the world's outstanding composers, all combine to make this new set a most powerful release from Columbia Records. Bob Rolontz.

She Sings?

Anna Russell Is Back Again

Out of somewhere in left field came an album just about a year ago titled somewhat puckisly, "Anna Russell Sings?" Many dealers fondly remember the many sales it pulled. And now, we have the followup, Anna Russell Sings! Again?, also taped from an actual concert by the talented singer-comedienne.

This one is going to move too. Collectors who prize the first will reach for the second quickly. They'll chuckle gleefully at Miss Russell's zany analysis of "The The selections include the Passacaglia, the Piano Varia- Ring of the Nibelungs" (conworks by Liszt, Schumann, Bala- tions and his Piano Sonata (1941). firmed Wagnerites, too, we suskireff and Rachmaninoff. A fine Webster Aitken, the soloist, pect), a women's club prexy inband for demonstrating Barere's brings out the dynamic power of troducing a concert and a witty technique and characteristic style these compositions in all their take-off on Gilbert and Sullivan. is the colorful and devilishly dif- glory. This album is for collectors If this won't pay the rent, it will

Is Horowitz.



The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini)... FRANCK: SYMPHONY IN D MINOR (Detroit Symphony-Paray) MOZART: SYMPHONIES NOS. 35 AND 40 (New York Philhar-PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadel-VAUGHAN WILLIAMS: PASTORAL SYMPHONY (London Philharmonic-Boult)London LL 721

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

BACH: ST. MATTHEW PASSION (Amsterdam Concertgebouw-BACH: ST. MATTHEW PASSION (Vienna State Opera Orches-HONEGGER: JEANNE D'ARC AU BUCHER (Zorina, Yeend, MASCAGNI: CAVALLERIA RUSTICANA: LEONCAVALLO: I RAVEL: L'HEURE ESPAGNOLE (Danco, Hamel, Orchestre de la Suisse Romande-Ansermet)London LL 796
STRAVINSKY: THE RAKE'S PROGRESS (Gueden, Conley, Chorus and Orchestra of the Metropolitan Opera-Stravinsky)... VERDI: OTELLO (Nelli, Merriman, NBC Symphony-Toscanini)... WAGNER: TRISTAN UND ISOLDE (Flagstad, Fischer-Dieskau, Philharmonia Orchestra-Furtwangler)HMV ALP 1030-35

Best-Selling Children's Records

1. 2.	HANS CHRISTIAN ANDERSEN—Danny Kaye
3.	DOGGIE IN THE WINDOW—Patti PageDecca DL 5433
. 4. 5. 6.	I TAUT I TAW A PUDDY CAT—Mel Blanc Capitol 3104 MICKEY MOUSE'S BIRTHDAY PARTY Capitol 3165 TEDDY BEAR'S PICNIC—Rosemary Clooney
7. 8. 9. 10. 11.	BOZO HAS A PARTY—Pinto Colvig
13.	ME AND MY TEDDY BEAR: I FOUND MAMA—Rosemary
14.	Clooney
15.	-Miss Frances
16. 17.	-William Boyd
18. 19. 19.	BOZO AT THE CIRCUS—Pinto Colvig Capitol 3142 ROBIN HOOD—Original Cast Capitol 3138 TRAIN TO THE ZOO CRG 1001

Plan Contest

Continued from page 16

Parnis and will get a 10-day vacation for two in Paris, being flown across the Atlantic by Pan ration. American Clipper.

Promotion Aids

The network has scheduled a minimum of eight network announcements per week from Noannouncements all begin with an excerpt from the M-G-M disk and feature either Garroway or Jack Lescoulie. TV Guide magazine will carry a weekly half-page ad on the contest and will do a feature story on the promotion. Press kits are going to NBC affiliates, and M-G-M is turning out thouother point-of-sale material.

combine on heavy plugging of the tune and the sheet music on radio. TV and via music and record stores. Juke box stickers have also been prepared.

Higher Court

Continued from page 16

the original plaintiffs, Raxor Corporation and Soria Sales Corpo-

Goody, however, has long stated his position of carrying his fight against fair trade to the highest courts, if necessary. His attorney, Abraham Lowenthal, of vember 23 to January 15. Filmed the firm of Telsey, Lowenthal, Rothenberg & Mason, is expected to continue the case before the Court of Appeals. The strategy of seeking to invalidate the Mc-Guire Act with particular reference to mail order sales will be continued.

In a partial sense the legal tilt of these works is to the catalog. has assumed a theoretical nature, sands of window streamers and since Raxor no longer owns the Nemenoff have produced another Cetra line. It sold its interest in delightful duo-piano album for Trinity and the diskery will the opera catalog to Capitol Remington. This one includes earlier this year, and Capitol has Mozart's Sonata in D Major, K. man Granville. It consists of a freshing contrast in the standardsince continued to fair trade the 448, Saint-Saens' Variations on a 75-page book, containing lessons educational field. The latter seg-

records will not be fair traded. program.

CHART COMMENTS

SYMPHONIC WORKS

The tremendous commercial power of Toscanini is seen in a study of this week's charts. With the exception of Symphony No. 3, the complete Beethoven sym-phony cycle by Toscanini appears on the two charts. In addition the Maestro is represented with two Brahms symphonies and one of Tchaikovsky's—a total of nine of the 19 disks listed on the two charts.

Another standout of these charts is the continued consistency of these symphony charts. Of the five symphony surveys to date, 14 of the listed records have appeared on three or more reports. Seven have made it every time.

COMPLETE OPERAS AND ORATORIOS

On the catalog chart the story is one of consistency with past charts. The new release chart shows a number of new entries. Among them are two recently-released St. Matthew Passionsthe Columbia and Westminster. The number of reports on each was quite close.

CHILDREN'S RECORDS

With the biggest-selling children's record season now beginning, a list of the 20 top current sellers is published instead of the normal listing of 15.

NEXT WEEK

CLASSICAL

★ Extended Orchestral Works

★ Concertos

★ Dance Band

POP ALBUMS

Listening Is Easy in Weston 'Mood' Sets

There has been a veritable flood, to use an old cliche, of background music, music for dreaming, music for whistling, music for fishing, etc., issued by all the major diskeries over the past year of so. Columbia Records is probably convinced that there is a pretty wide market for this type of soporific music since the firm has just released two new 12-inch sets, one titled simply Mood Music by Paul Weston and the other Dream Time Music by Paul Weston.

Each set contains a dozen fine standards, neatly split into six per side. They are all flawlessly played by the Paul Weston ork, and search high or search low, there is nary a vocal in the pack. arrangements do tend toward monotony unless they are used as background music, as they are probably meant to be. The identical-twin idea is carried out further on the two sets by the use of similar art work on each cover, each featuring a young woman in a state of deshabille, but in the proper old-fashioned way, of course. The fact that the sets sell at only \$3.95 per 12-inch platter (CL series) could help them grab some action in an over-crowded Bob Rolontz.

For Piano

· Continued from page 46

Pierre Luboschutz and Genia Gary Kramer.

told how important the addition

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC-Symphony-

BEETHOVEN SYMPHONY NO. 5 (NBC Symphony-Toscanini)...
RCA Victor LCT 1041
BERLIOZ: HAROLD IN ITALY (Royal Philharmonic-Beecham)... BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orches-BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini) DVORAK: SYMPHONY NO. 5 (Symphony Orchestra-Stokowski)

COMPLETE OPERA AND ORATORIO

(Listed Alphabetically)

BIZET: CARMEN (Stevens, Peerce, RCA Victor Orchestra-Shaw) GOUNOD: FAUST (Steber, Conley, Siepi, Chorus and Orchestra

MOUSSORGSKY: BORIS GODOUNOFF (Christoff, Orchestre de

STRAUSS, J.: DIE FLEDERMAUS (Vienna Philharmonic-Krauss) VERDI: AIDA (Tebaldi, del Monaco, Stignani, Chorus and Or-

chestra of Santa Cecilia-Erede)London LLA 13 VERDI: LA TRAVIATA (Albanese, Peerce, NBC Symphony-VERDI: IL TROVATORE (Bjoerling, Milanov, Warren, Shaw Chorale, RCA Victor Orchestra-Cellini)RCA Victor LM 6008

Joni James

Her First LP A Powerhouse

Ever since her third record release about a year ago Miss Joni James has managed to get every one of her disk issues into the best seller lists. No matter the reason, the record buying public has demonstrated both an affinity for her vocalizing and a loyalty to her which surpasses that given most other girl singers.

In any event, the release of her first album on M-G-M Records, Let There Be Love, should make it easy for her many fans to continue to demonstrate their fealty. Containing eight fine standardsmostly from legit musicals-the They are fine to listen to, but the package should garner a healthy and steady sale for some time to come. Joe Martin.

New Push on 'Vocal Plan'

NEW YORK, Nov. 14 .- A gradual shift in promotion is being prepped by Remick Music for its "Granville Vocal Study Plan," an educational package that combines the use of text, diagrams and phonograph records. During its first year stress has been laid this effort will be continued, the work will also now be set for distribution to elementary and high glee clubs.

The work was prepared by longtime vocal coach Charles Nor- sheet music business finds relabel in only four Eastern States. Theme by Beethoven, Debussy's that refer to demonstration bands ment of the industry shows conprexy of Angel Records whose Fire Dance. A pleasant, varied The records were pressed for lishing will be examined in a Remick by RCA Victor.

All Pub Levels Continued from page 16

music business has experienced a 100 per cent rise in costs during the last decade. "But unlike other businesses, where the price of goods has been raised, our industry has been unable to increase the price by more than a fraction. The wholesaler is spending more than he is making.

The 25 per cent hike in postal rates has been another damaging factor-particularly among those jobbers far away from the source of material.

What the wholesaler needs, jobbers contend, is a bigger discount from the publisher. This would afford him a sufficient margin and would permit a fair break for the dealer. The dealer, all jobbers aver, must be able to make money on copies, "If this cannot be accomplished, then let us all forget about sheet music,' one said.

Jobbers are also bitter over publishers who question the function of the jobber or usurp the functions which are essentially those of the jobber. "The jobber sells service. He is essential, because a publisher cannot adequately service retail outlets."

Jobbers estimate the wholesalers' margin is now between 15 and 18 per cent. "To be healthy," one added, "the jobber should be able to make 25 per cent on the selling price, not on the mark-up."

Consideration of the sheet music picture cannot exclude the gradual change in the home entertainment picture. Radio first, and television later, tended to make people "spectators" rather than "doers," according to psychologists. The movies, too, have on having the method used in had the same effect. As against teacher training courses. While this, it is pointed out that piano sales have shown an upward climb during the last year. Despite the improvement in piano schools, and amateur choral and sales, sheets have continued to dive.

The dim outlook in the pop story next week.

el attorn Tyling 8

SPECE HIS NEW THERE



WARNER BROS. MUSIC DIVISION REMICK MUSIC CORP.—488 Madison Avenue New York 22, N. Y.

1

This Solid, Hard-Hitting Theme...

Records-Radio-Routes: The Three R's of Country Music

MUSIC

Horizons unlimited! A detailed dollars-andcents picture of the great progress and future prospects of country and western entertainment through the show world.

Radio Jamborees Are Here to Stay

A round-up of vital statistics about the hillbilly airshows that have rung up near-records in permanence and audience loyalty. The show-by-show story.

What It Takes to Be a Folk Disk Jockey

What kind of a person is the average c & w jockey? What does he do on—and off—the air? What's his family status? What does he look like? A revealing pattern that dissects a successful folk disk jockey personality.

Who's Who in Folk Entertainment

A census of country & western artists including important biographical information: record label, radio station affiliation, listings of live and deejay shows, instruments played, personal manager, booking office name and location, record favorites, personal appearance achievements, etc. A strong, long-term buyguide for all buyers and users of c & w talent.

Packing Them In in a Hillbilly Park

Well known and successful hillbilly park operators tell how it's being done — with amazing and profitable results for all.

Sacred Music—an Important Part of Country Music

This feature details the important role of sacred music—not just on records—but in the field of personal appearances and radio as well.

Hillbilly Music Publishing Is Different

The techniques of c & w music publishing from the ground up are a business in themselves—and an important one. This article tells why and offers some interesting and useful sidelights on how hillbilly tunes and sheet music are pushed into the top money-making brackets.

Public Loyalty— The Key to Folk Popularity

No other record field can boast such sincere and genuine public loyalty. A feature that opens the book on this important subject and bares the basic reasons for the outstanding success and growth of country & western entertainment.

The Immortals of Country & Western Music

The never-to-be-forgotten contributions of past "greats" of the folk music world and what they have done to build the field to its present stature — all covered in short biographic sketches with detailed treatment of their specific achievements.

Special Country & Western Directories

Important, useful lists covering Hillbilly Record Labels Now on the Market, Booking Agencies Handling Country & Western Talent, Outdoor Spots Featuring Folk Talent, Best Selling and Most Played Country & Western Records, etc.

Country & Western Business Is BIG Business... SECTION-Featuringthe past and current Billboard achievements of hillbilly, country & western and folk talent in all branches of showbusiness. OF THE AMUSEMENT INDUSTRY STEADING NEWSWEEKLY - - PRICE 25 CENTS The Amusement Industry's Big Special COUNTRY MY State Plans Crisis Netwo Sans & WESTERN coming in the December 5 Issue

ADVERTISING DEADLINE-NOVEMBER 25

Other Records Released This Week

Popular

(How Come You Never Answer?) M-G-M

Four Others—Woody Herman Ork (Sorry 'Bout the Whole Darn Thing) Mars 1003
Gonna Keep A-Dreamin'—Linda FrancisThe Overtones (I Want You) G M P 929
Half Way Chance With You—Pat BooneJames Hall Ork (Remember to Be Mine)
Republic 7062

How Come You Never Answer?—Jo Ann Tolley (But Never My Love for You) M-G-M 11630

M-G-M 11630 Know What I'm Doin'—Buddy Lucas Ork

(Let's Get the Party) V 20-5508

I Want You—Linda Francis-The Overtones
(Gonna Keep A-Dreaminn') G M P 929

I Wished on the Moon—Teddi King (Moon-

light in Vermont) M-G-M 11621

Italian Christmas Bells—Frank Petty Trio
(Let It Snow, Let It Snow, Let It Snow)
M-G-M 11629

Let It Snow, Let It Snow, Let It Snow— Frank Petty Trio (Italian Christmas Bells) M-G-M 11629

Let's Get the Party—Buddy Lucas Ork (I Know What I'm Doin') V 20-5508 Moonlight in Vermont — Teddi King (I Wished on the Moon) M-G-M 11621

Remember to Be Mine—Pat Boone-James Hall Ork (Half Way Chance With You) Republic 7062 Sorry 'Bout the Whole Darn Thing—Woody

Herman Ork (Four Others) Mars 1003
Sleigh Bells in the Sky—Jerry Colonna (Too
Fat for the Chimney) Decca 28884
Too Fat for the Chimney—Jerry Colonna

Country & Western

(Sleigh Bells in the Sky) Decca 28884

Beautiful Dreamer — The Buckeye Pals (Buckeye Boogie) De Luxe 2005 Betcha I'll Getcha—Jim Fullen (Gonna Dirty Up My Name) De Luxe 2002 Buckeye Boogie — The Buckeye Pals (Beautiful Dreamer) De Luxe 2005

For Old Time Sake—Luke McDaniel (I Can't Go) King 1276 Gonna Dirty Up My Name—Jim Fullen

Gonna Dirty Up My Name—Jim Fullen (Betcha I'll Getcha) De Luxe 2002 I Can't Go—Luke McDaniel (For Old Time Sake) King 1276 Sittin' in the Saddle—Yodelin' Slim Clarke

(Sweet Little Bluebird) Wheeling 1150
Sweet Little Bluebird—Yodelin' Slim Clarke
(Sittin' in the Saddle) Wheeling 1150
Yours to Claim—Joe (Cannonball) Lewis
(Calling Out My Name) M-G-M 11636

Jazz

Easy Melody—Mat Mathews (Off Shore) Coral 61084 Off Shore—Mat Mathews (Easy Melody)

Coral 61084

Rhythm & Blues

Allright Already-Della Sisters-The Nightwinds (Thinkin') Radax 146

Baby, Please—The Moonglows-Red Hollowway's Ork (Whistle My Love) Chance 1147 I Can't Forget — The Rockettes (Love Nobody) Parrot 789

I'm Long, Long Gone—Frankie Lee Sims (Yeh! Baby) Specialty 478 Love Nobody — The Rockettes (I Can't Forget) Parrot 789

No More Lovin'-Ernest Lewis (West Coast Blues) Parrot 791

Take Me Back—Linda Hayes (Yours for the Asking) Hollywood 45-1003

Thinkin' — Della Sisters-The Nightwinds (All Right Already) Radax 146 West Coast Blues—Ernest Lewis (No More Lovin') Parrot 791

Whistle My Love — The Moonglows-Red Holloway's Ork (Baby, Please) Chance 1147

Popular Record Reviews

Continued from page 44

by the ork. His jazz followers may show some interest in these sides. (Sherwin, BMI)

Julie....70
On this side the saxist displays his virtuosity as he solos on baritone sax thruout. Once again he is neatly aided by the ork. The tune is from the flick of the same name. (Miller,

MEL TORME

ASCAP)

CORAL 61089—Bowing on the Coral label, Torme abandons his soft crooning at-the-mike technique and sings out here. The lyrical is a non-sensical one but woven dexterously into a bright, jived-up orchestral texture. (Hill & Range, BMI)

Here again, Torme attacks his material with considerable vigor, but it is not well suited for his voice. The side is almost rescued by Neal Hefti's bright, colorful backing. (Berlin, ASCAP)

RAY MARTIN ORK

Blue Skies....66

CORAL 61096—Free-swinging instrumental is headed by the fiddle section. It includes a fetching rhythmical pattern. Good programing here. (Pickwick, ASCAP)

Under Paris Skies....65

The Three Suns have been out with this for some time and have done well. This one, with a full ork and at a faster tempo, fails to catch the mood and "sound" of the original. (Leeds, ASCAP)

(Continued on page 56)

Yeh! Baby—Frankie Lee Sims (I'm Long, Long Gone) Specialty 478 Yours for the Asking—Linda Hayes (Take Me Back) Hollywood 45-1003

Latin American

Baila Mi Cha Cha Cha—Vicentico Valdes (Tiernamente) Seeco 7334 Tiernamente—Vicentico Valdes (Baila Mi Cha Cha Cha) Seeco 7334

Spiritual

Every Day of My Live—The Smith and Gaston Singers (Tired Lord) Republic 7058 For All My Sins—Herb Hoover (I Walked Today Where Jesus Walked) Word 652 I Shall Know Him (Part 1 & 2)—The

Trenton Singers. Republic 7056

I Walked Today Where Jesus Walked—
Herb Hoover (For All My Sins) Word 652

Tired Lord—The Smith and Gaston Singers
(Every Day of My Life) Republic 7058

Christmas

Christmas Lullaby—Jimmy Etta Ork (You'll Find Santa There) Stylecraft 5044
You'll Find Santa There—Jimmy Etta Ork (Christmas Lullaby) Stylecraft 5044



Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt saturation coverage of big city and grass roots newspapers, daily and weekly national consumer and business publication—every periodical you use.

Write for Details of This New Low-Cost Service

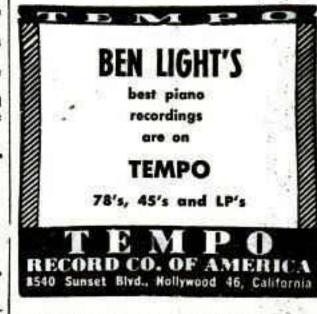
TUCE CIPPING
PRESS CIPPING
BUREAU
27 Thames St., New York 6, N. Y.
104 W. Linwood Blvd., Kansas City, Mo.

Due to a typographical error

an incorrect address was printed for CADENCE RECORD in their full page ad last issue. The correct address is:

CADENCE RECORD CO.

40 E. 49th STREET NEW YORK, N. Y.



NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES

Biggest Selection on all Speeds.
English, Polish Instrumentals.
Write for catalog and nearest distributor.
When no distributor near order direct.
Prompt Service. Transportation paid.

DANA RECORDS

344 North Ave. New Rochelle, N. Y.

RECORD PRESSINGS Shellac—Vinylite—Flex 78 RPM—45-33 V, L.P. Test Pressings Free Small or Large Quantity. Labels—Processing—Masters SONGCRAFT, INC. 650 Broadway New York 19, N. Y

RECORDING SERVICE

Highest quality discs cut from your tape or record, all sizes, all speeds. Price: 10 inch LP records, both sides, \$2.25.

UNIFA, INC. 80-08 135th St. Kew Gardens, N. Y. Liggett 4-1203

USED PHONO RECORDS

Minimum order of 100. Cash with order.

BIRMINGHAM VENDING COMPANY
540 2nd Ave. North, Birmingham, Ala.

51



PROUDLY PRESENT

The Greatest Double Hit!

ISSUED IN YEARS!

BOTH SIDES TOPPING METERS EVERYWHERE

BILLBOARD NOV. 7

BEFOREST STATE AND ANALYSIS

THIS WEEK'S BEST BUYS MY HAPPINESS
NEAR YOU—The Mulcays—Cardinal 1011
NEAR YOU—The manded particularly to it This is recommended particularly to juke box operators the fhere was top seller to reported in some areas. It's a top seller to operators in St. Louis, New York (difficulty in getting disks was noted here). Philadeloperators in St. Louis, New York (difficulty in getting disks was noted here), Philadelin getting disks was noted here), action phia and Buffalo. Strong retail action phia and Dallas. L. A. dealers and one noted in Dallas. Most areas are on stope said "good." Most areas are in Happiness."

> THE MULCAYS and their **ELECTRIC HARMONICAS** Featuring

MY HAPPINESS.

NEAR YOU

CARDINAL #1011 Both speeds available





SONDRA and JON STEELE

in their most important record release since "MY HAPPINESS"

HOW MUCH DO YOU LOVE ME

HOLD MY LOVE

(IN THE HOLLOW OF YOUR HAND) CARDINAL #1012 Both speeds

to the set of the set

available



BLASCO MUSIC, INC.

1221 BALTIMUKE, NANSAS CITT(6), MU. Manufacturers of Cardinal Records

LABEL NAME REG. U. S. PAT OFFICE



STARTING TO HIT ON ALL CHARTS

NORTHW DARLIN'DON'T CRY

#8208

Imperial Records

6425 Hollywood Blvd.

Hollywood 28, Calif.

The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . For Week Ending November 14

Records are ranked in order of their current national selling

National Best Sellers

importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed, 1. THERE STANDS THE GLASS-W. Pierce..... I'm Walking the Dog-Dec 28834-BMI 2. I FORGOT MORE THAN YOU'LL EVER KNOW-Davis Sisters..... Rock-A-Bye Boogle-V 20-5345-BMI 3. DEAR JOHN LETTER-J. Shepard-F. Huskey 3 17 I'd Rather Die Young-Cap 2502-BMI 4. LET ME BE THE ONE—H. Locklin...... 5 I'm Tired of Bumming Around-Four Star 1641-BMI 5. HEY JOE—Carl Smith...... 4 18 Darlin' Am I the One?-Col 21129-BMI 6. SHAKE A HAND-R. Foley..... Stranded in Deep Water-Dec 28839-BMI 7. CARIBBEAN-M. Torok...... 7 14 Weep Away-Abbott 140-BMI 8. I'M WALKING THE DOG-W. Pierce..... 9 5 There Stands the Glass-Dec 28834-BMI 9. FORGIVE ME JOHN-J. Shepard-F. Huskey..... 6 My Wedding Ring-Cap 2586-BMI 10. SATISFACTION GUARANTEED—Carl Smith..... -Who'll Buy My Heartache?-Col 21166-ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... V 20-5345-BMI 2. LET ME BE THE ONE-H. Locklin..... Four Star 1641-BMI 3. HEY JOE—Carl Smith..... Col 21129-BMI 4. THERE STANDS THE GLASS—W. Pierce..... 5 Dec 28834-BMI 5. MAMA COME GET YOUR BABY BOY—E. Arnold..... 4 V 20-5115-BMI 6. IT'S BEEN SO LONG-W. Pierce..... Dec 28725-BMI 7. I'M WALKING THE DOG-W. Pierce..... Dec 28834-BMI 8. DEAR JOHN LETTER-J. Shepard-F. Huskey...... 6 18 Cap 2502-BMI 8. CARIBBEAN-M. Torok..... Abbott 140-BMI 10. NORTH WIND-S. Whitman..... Imperial 8208-BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Weeks Billboard's weekly survey among operators thruout the country using a high proportion of country and western records. Week | Chart DEAR JOHN LETTER—J. Shepard-F. Huskey........... 2 Cap 2502-BMI 2. I FORGOT MORE THAN YOU'LL EVER KNOW-Davis Sisters..... V 20-5345-BMI 3. HEY JOE—Carl Smith..... Col 21129-BMI 3. CARIBBEAN-M. Torok..... Abbott 140-BMI 5. THERE STANDS THE GLASS—W. Pierce..... Dec 28834-BMI 6. LET ME BE THE ONE-H. Locklin..... Four Star 1641-BMI 7. I'M WALKING THE DOG-W. Pierce..... Dec 28834-BMI 8. NORTH WIND—S. Whitman..... 8. CRYING IN THE CHAPEL-Rex Allen - 11

8. FORGIVE ME JOHN-J. Shepard-F. Huskey -Cap 2586-BMI

The Billboard Music Popularity Charts

... for Week Ending November 14

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati....I'M ALERGIC TO YOUR KISSES

J. Skinner, Decca 28910

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

Cincinnati

- 1. Let Me Be the One
- H. Locklin, Four Star 2. I Forgot More Than You'll Ever Know
- Davis Sisters, Victor 3. Sorrow and Pain
- Davis Sisters, Victor 4. Dear John Letter J. Shepard-F. Huskey
- Capitol 5. There Stands the Glass
- W. Pierce, Decca
- 6. Pa-Paya Mama B. Lou, King
- 7. Tain't Nice
- Carlisles, Mercury Caribbean
- M. Torok, Abbott
- 9. I'm Walking the Dog W. Pierce, Decca
- 10. I'm Alergic to Your Kisses J. Skinner, Decca

Dallas-Ft. Worth

- 1. There Stands the Glass
- W. Pierce, Decca 2. Hopeless Love
- L. Frizzell, Columbia
- 3. It's Been So Long
- W. Pierce, Decca 4. Shake a Hand
- R. Foley, Decca
- 5. At the End of a Long, Lonely
- M. Robbins, Columbia Caribbean
- M. Torok, Abbott

- 7. Hey, Joe
- C. Smith, Columbia 8. Yesterday's Girl
- H. Thompson, Capitol 9. Tennessee Wig Walk
- B. Lou. King 10. John Henry
- H. Thompson, Capitol

Houston

- 1. There Stands the Glass W. Pierce, Decca
- 2. You All Come
- A. Duff, Starday
- 3. I Forgot More Than You'll Ever Know
- Davis Sisters, Victor 4. North Wind
- S. Whitman, Imperial 5. I'm Walking the Dog
- W. Pierce, Decca
- 6. Mama, Come Get Your Baby
- E. Arnold, Victor 7. Weary Blues From Waitin'
- H. Williams, M-G-M
- 8. That's All Right A. Inman, Decca
- 9. Hey, Joe K. Wells, Decca
- 10. Hopeless Love
- L. Frizzell, Columbia

Memphis

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor

C& W Record Reviews

Continued from page 34

- Shenandoah (F)....72
- This, too, is taken from sound track of the flick. It's an attractive folk

SONNY JAMES

- CAPITOL 2641—The label has a most welcome addition in the person of chanter James. The boy has a sound and a gimmick, too, in his voice breaks. Material is good, too. The guy could catch on with more exposure. (Acuff-Rose, BMI)
- My Greatest Thrill 71 More chanting on a slightly less less effective watz ballad. (Hill & Range, BMI)

BABE ZAHARIAS-BETTY DODD

- Detour 73 MERCURY 70267 - The renowned sportsweman turns here to yet another field of conquest, and makes a good first impression in harmonica rendition of the country oldie. She is talented and will not need to depend on her athletic reputation to sell this disk. (Hill & Range, BMI)
- I Felt a Little Teardrop Start 70 Betty Dodd renders the vocal on this side, with Miss Zaharias heard in a fancy harmonica obbligato. (Ridgeway)

BOB WILLS

- Bottle Baby Boogle72 M-G-M 11635 - The boogle is rendered country-style here, with lyrics describing one phase of domestic life -care of the baby. Bob Wills sings the item. Good Western novelty.
- As I Sit Brokenhearted 70 Bob Wills sings a doeful ballad here of love which is over and done.

YORK BROTHERS

- KING 1277 — Singers combine nicely on this oatune ballad. (Lois, BMI) My Prayer Tonight 69
- Ballad on the same order as "Vaya Con Dios" is sung with feeling by the brothers over a quiet band

SKEETER WEBB

Your Secret's Not

KING 1279-Webb finds that his gal

- has done him wrong and he's not too happy about it. It's done to a bouncy beat. (Mar-Kay, BMI) Was It a Bad Dream 64
- Slow oatune is given a straightforward tho not overly impressive reading by the warbler. (Mar-Kay, BMI)

JOYCE MOORE

- V 20-5511 - Joyce Moore's sweet voice is lifted in a light country weeper to fair effect. Beat is good for a lazy waltz around the room. (Pickwick, ASCAP)
- Don't Play Number Ten....64 Another weeper, this about a tune that brings back sad memories, is projected smoothly by the gal. (Longview, ASCAP)

THE DAVIS SISTERS

- Heartbreak Ahead62 FORTUNE 45-175—The Davis Sisters are heard in a country weeper they cut for the label some time ago. Their fans should want to add this to their collection. (Forrest, BMI)
- Steel Wool....60 Brisk and Jaunty instrumental played by Chuck Hatfield and his ork could serve as juke filler. (Trianon, BMI)

RAY DAVIS

- MARSHALL 701 - Lecture on drunken drivers is sung and talked adequately by Davis, while the fiddles grind out behind him. The intent is more praiseworthy than the finished record, the it could get spins. (Claiborne, BMI)
- You Can't Break My Heart 60 Up-tempo weeper receives an okay performance by the singer, whose style is closest to Ernest Tubb. (Hill & Range, BMI)

ABBIE NEAL ORK A Troubled Mind.

- a Tortured Heart60 WHEELING 1101-Susie is the featured vocalist with this all-girl orchestra. She reads this weeper with feeling, but the backing is wooden and brings her best efforts to nought. (Wheeling, BMI)
- Won't You Believe Me....55 The girls are even less persuasive on
- this side. The material is lightweight and is performed with little thought or musical effect. (Wheeling, BMI)

- 2. Shake a Hand
- R. Foley, Decca 3. Let Me Be the One H. Locklin, Four Star
- 4. Hey, Joe C. Smith, Columbia
- 5. There Stands the Glass
- W. Pierce, Decca 6. Kiss Me Big
- 7. Tennessee Wig Walk
- B. Lou, King 8. Why Don't You Open the Door York Brothers, King
- 9. Pa-Paya Mama B. Lou, King
- 10. Dear John Letter J. Shepard-F. Huskey, Capitol

Nashville -

- 1. There Stands the Glass W. Pierce, Decca
- 2. Let Me Be the One H. Locklin, Four Star
- 3. When Mexican Joe Met Jole Blon
- H. Snow, Victor

- 4. Shake a Hand
- R. Foley, Decca 5. Hey, Joe
- C. Smith, Columbia
- 6. Kiss Me Big Tennessee Ernie, Capitol
- 7. Tain't Nice Carlisles, Mercury
- 8. I Forgot More Than You'll Ever Know Davis Sisters, Victor
- 9. Forgive Me, John
- J. Shepard-F. Huskey, Capitol
- 10. My Wasted Past E. Tubb, Decca

New Orleans

- 1. Satisfaction Guaranteed C. Smith, Columbia
- 2. There Stands the Glass
- W. Pierce, Decca 3. Kiss Me Big
- Tennessee Ernie, Capitol
- 4. I Forgot More Than You'll Ever Know Davis Sisters, Victor

- 5. How's the World Treating You
- E. Arnold, Victor 6. Catfish Boogie
- Tennessee Ernie, Capitol Sorrow and Pain
- Davis Sisters, Victor 8. I'm Walking the Dog
- W. Pierce, Decca 9. Tennessee Wig Walk
- B. Lou, King 10. Let Me Be the One
- H. Locklin, Four Star

MAVE YOU HEARD

The New Hillbilly Hit Record

"WHY DID YOU LEAVE ME BROKEN HEARTED"

Sung By Stony Greene & His Rocky Ranch Boys A Good Song on the B Side Too

"FAREWELL, LILLIE" Melody Guy Label

Free Records To Distributors, Disk Jockeys and Juke Box Owners

H. Harnett, Melody Guy Music Co. 5396 Lee Road Maple Heights, Ohio



DARRELL GLENN Only a Pastine, BOUDELEAUX BRYANT

I Think I'm Falling in Love With You"

FLOYD WILSON

V-109



RECORDS Inc. BOX 10033, KINGSTON PIKE KNOXVILLE, TENNESSEE

... for Week Ending November 14

TOP COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

- By JOEL FRIEDMAN

The Billboard, 6000 Sunset Boulevard, Hollywood 28.

. . . at his best!

george

Earl Heywood, Canada's ace an intensive promotion campaign country and western star, has by the plattery. Earl is celebratinked another RCA Victor record- ing his 10th anniversary on the

little-dog label, "Isle of Campoello," is currently the subject of ing pact. Heywood's latest on the Canadian "Traveling Barn Dance,"



NO ONE KNOWS IT BETTER THAN

by Joachim Millien, Boudleaux Bryant and Vic McAlpin

on COLUMBIA RECORDS

ABBOTT'S ORIGINALS-

Member of LOUISIANA HAYRIDE KWKH, Shreveport



JIM REEVES

THIS IS IT!!

GYPSY

HEART

Abbott #148

ABBOTT RECORD CO.

6636 Hollywood Blvd., Hollywood, Calif.

3 New Babes—Just Released

GET YOUR SOUL RIGHT

b/w WHEN THEY RING THEM GOLDEN BELLS Fireside Gospel Singers

Nashboro 539

SWEET BYE AND BYE

b/w HAVE FAITH AND BELIEVE The Sermonairs

Excello 2015

LOVE ME BABY

b/w YEAH, IT'S TRUE Bernie Hardison

Some Territory Available

Excello 2020

177 THIRD AVE., N. NASHBORO RECORD NASHVILLE, TENNESSEE

Shipping Points, Nashville and Memphis, Tenn., and Los Angeles, Calif.

aired via farm Station CKNX, November 22. Also featured are Wolfe, KGFL, Roswell, N. M., Wingham, Ont. . . . Curly Gold Mac Wiseman, Bonnie Lou, Jim- anxious for mail and records from and group recently playing dates my Skinner, Tom Gibson, Warren their many country friends. They thruout California, toured the Roberts and Texas Bill Strength, recently cut "I Would Never Grow wards at Letterman's Veterans' Latter is promoting the bill. . . . Hosiptal in the Presidio, San Fran- Miss Billie Sims has been elected label. cisco. . . . WXGI, Richmond, Va., vice-president of the Lee Bonds has added four hours of folk mu- Alabama Fan Club. . . . Gurney sic programing to its Sunday Thomas now airing out of Station schedule, with Brother Tommy WBBB, Burlington, N. C., and via emseeing. Latter recently hosted WTOB-TV, Winston-Salem. . . . Ray Price, Bill Monroe and Ernest The Smith Brothers now have a Tubb. . . . The Nettles Family, fan club, with Maxine Wilfong Bill, Loyce and Ewell, featured on handling correspondence out of Station WFAZ-TV, Monroe, La., Atlanta. every Saturday night with a half hour show. . . . Ray McCay and his Bill Potter on a six-week tour cov-Swingbillies conducted a six- ering Texas, Louisiana and Misshow stand with Kit Carson and sissippi as featured star of the El Toro with the "Frontier Days" show at Atlanta's Lakewood Park. Jimmie Davis back home in Guesting on Ray's WLW-A TV Shreveport, La., after completing Calif., and back to Nashville show recently were Wendy Barrie, a series of dates in Texas and Ok- where she has become a regular

Falls, Mont., has set a package ings at Nashville. Among those Earl Songer planning a road trip show consisting of Webb Pierce, already set to go are Sy Cross, of thru the South pormoting his new T. Texas Tyler, Jean Shepard and American Music; Charlie Adams, Coral etching of "Too Free With Ferlin Huskey to tour the Van- Ridgeway; Fred Stryker, Fairway couver area starting November 20. Music; Bobbie Bennett and Phil Park, Portland, Ore., planning to Terry, Fabor Robison, Hinton add a guest spot to the Saturday Bradbury and a host of talent. . . . night bill . . . ditto the gang up Al Terry, KVOL, Lafayette, La., at the Wagonwheel in Camas. . . . recording for Feature Records as Pat and Edna Patterson have well as folk music spinning. His signed a wax pact with Franz "God Was So Good" is being well Schubert's Music Records, Fort received in the Beaumont-Port Worth. First release pairs "Pork Arthur, Tex. area. . . . Brother and Beans" and "Welcome Inn." Tommy back from a trip to New ... Audrey Williams and the Tex- York where he spent some time as Cow Girls basketball team with The Billboard's Nev Gehman, hoopla at Gannon College, Erie, Nat Tannen and Fred Rose. . . . Pa., played to more than 1,300 Tommy Trent's Hillbilly Park, payees recently. Turnout was Little Rock, closed after a successsolid despite the fact that the stars ful season and already is making being delivered to dealers, the had to work against an election plans for a big spring opening. . . . night ... Homer and Jethro head- Geoger Atchison has been added standard tunes in the Witmark, line the bill at the big jamboree at to the d. j. staff at WXGI. Rich- Remick, Harms and Advanced Atlanta's Municipal Auditorium mond, Va. . . . Bob and Wanda Music catalogs. Package lists at \$5.

"Western Variety Show." . . . Darrell Glenn, Lash LaRue, Faron lahoma. . . . Heavy contingent of member of the "Opry" troupe. Young and Elton Britt. West Coast country and western Goldie tested for pictures at Promoter John Kelly, Great people getting set for the big do-Tiny Dumont, of Dumont's Tuminello, RPM Enterprises; Bea

Tired of Lovin' You" for the Flair

Tom Edwards, WERE, Cleveland, anxious to have both indie and major labels send him d.j. samples. . . . Jerry Cocker, former d.j. at WERE, now handling national promotion for Valley Records, the label that started "Crying in the Chapel." . . . Cuzzin' Lim, WQXI, Atlanta, reports that Jimmy Franklin has set Cowboy likelihood of that station opening their TV channel by the summer of 1954, and indicates that they are in need of good country and western acts. . . . Goldie Hill a smash at her dates in Bakersfield, M-G-M while in Hollywood. . . . Your Love." . . . Earl's wife, Joyce, now using her real name-get this -Miami Florida.

Xmas Package Has 100 Hits

NEW YORK, Nov. 14.-Music Publishers Holding Corporation has grouped four of its top folios into a Christmas package called "Hits Through the Years." Now boxed set holds more than 100

ABBOTT'S ORIGINALS



RUDY GRAYZELL

> FLOYD ... CRAMER



"BONITA CHIQUITA"

"I'm Gone Again" #147

"FANCY PANTS" "Five Foot Two, Eyes of Blue"

WILLIE CASTON

AND THE GOSPEL SINGERS "WHEN THE MOON GOES DOWN"

> "I Claim Jesus" #149

Distributed in CANADA

on the QUALITY LABEL ABBOTT RECORDS

6636 Hollywood, Blvd., Hollywood, Calif.

Members of . . LOUISIANA HAYRIDE KWKH Shreveport

coyrighted material

6636 Hollywood Blvd., Hollywood, Calif.



b/w

"We Were Wed in June"

#100

TOM BEARDEN

GINNY WRIGHT

"WOMEN-WOMEN-WOMEN"

"I LOVE YOU"

b/w

"I Want You Yes"

#101

The Billboard's Music Popularity Charts

TOP R & B RECORDS

. For Week Ending November 14

National Best Sellers

Thi		st	Weeks on Chart
1.	MONEY HONEY—C. McPhatter	2	4
2.	SHAKE A HAND—F. Adams	1	
3.	HONEY HUSH—J. Turner	3	9
	ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn		
	I HAD A NOTION—J. Morris		
	TV IS THE THING—D. Washington		
7.	DRUNK—J. Liggins	9	2
1	GOOD LOVIN'—Clovers		21
9.	MAD LOVE—M. Waters	-	1
10.	BLUES WITH A FEELING—Little Walter	8	5

Most Played in Juke Boxes

This		Las	st	Weeks on Chari
1.	MONEY HONEY—C. McPhatter	• •	4	3
	SHAKE A HAND—F. Adams			13
3.	HONEY HUSH—J. Turner	• •	2	10
4.	ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn	••	2	3
883	MY COUNTRY MAN—Big Maybelle			
5.	MARIE—Four Tunes	• •	-	1
7.	TV IS THE THING—D. Washington	••	-	2
8.	BANANA SPLIT—Kid King's Combo	• •	6	2
8.	GOOD LOVIN'—Clovers	••	9	15
8.	NADINE—Coronets	• •	9	9



Eddie Boyd's "Tortured Soul," coupled with "That's When I Miss You," on CHESS 1552, is heading for the top of the list for the lad. Considerable comment on the two already. Muddy Waters is aiming at a hit disking with his "Mad Love" and "Blow, Wind, Blow" on CHESS 1550. Sales have already made the record a must for juke box operators and disk jockeys all over the country. This disking was picked as a Best Buy in The Billboard.

A strong contender for top honors on the Checker label (783) is Sugar Boy's recording of "Overboard" and "I Don't Know What I'll Do." This is a real hot item right now.

United prexy Leonard Allen is up in the air over the reception of Gene Ammons' latest effort on UNITED 164, which pairs "Stairway to the Stars" and "Jim Dog." The two instrumentals are great stuff. Don't pass this disk if you want profits. Tab Smith still going great with his recording of "All My Life" and "Seven Up." Smith penned the "Seven Up" side himself and it looks like he is reaping a harnest on the tune on UNITED 126.

Helen Thompson keeps climbing the ladder of hitdom with her "Going Down to Big Mary's" and "All by Myself" on States 126. The girl has two great sides going for her. Don't miss it.

A new Christmas release by the Moonglows on CHANCE 1150 is one that will get plenty of reaction over the record counters. It features a blues tune called "Just a Lonely Christmas" and is backed by a happy beat number titled "Hey, Santa Claus," The two sides are simply terrific. Another number to watch is CHANCE 1147, featuring the Moonglows doing "Baby, Please" and "Whistle, My Love." The Moonglows are catching on across the country and are to be watched closely.

Sabre 102 is a disking of high calibre and features the Five Echoes doing a bang-up job on "Lonely Mood" and "Baby, Come Back to Me." Going great in New York and Detroit. Check this.

Your dealer has these "picks" in stock now. Call or see him today. (Adv.)

RHYTHM AND **BLUES NOTES**

By BOB ROLONTZ -

After eight weeks in the top position on The Billboard bestselling and most-played r.&b. charts, the Herald waxing of "Shake a Hand" with Fay Adams and the Joe Morris Ork has been displaced by "Money Honey," Clyde McPhatter's debut slicing for Atlantic Records. McPhatter. former lead singer with Billy Ward's Dominoes, is backed on the Atlantic disk by his new group, The Drifters. . . . Johnny Otis and his ork made their first waxings for Peacock Records last week. Peacock added another name to its talent stable this week with the signing of Robert Kitchem, blues singer. The war-bler's first sides are "She's Gone From Me" and "Stockade."

Fred Dunn, the boogie-woogie pianist, is recording again after a long illness from a throat operation. He cuts his sides for Jiffy Records, new r.&b, label out of West Monroe, La. . . . Lee Magid, who left Savoy Records a few weeks ago to start a new r.&b. label, Central, has signed his first talent to the label. They include Emmett Hopson, blues shouter; Georgia Lane, a new thrush from Cleveland, and the Rag-Muffins, a new vocal group. . . . Carl Le-Bow, who has been a.&r. head of Apollo Records for the past few years, leaves the label shortly to take over the a.&r. post with De Luxe Records, the re-activated King subsidiary label. LeBow will handle r.&b., pop and country slicings for De Luxe.

Teddy Reig is set to handle a.&r. work for Savoy Records. Reig has been freelancing for the past few years. . . . David J. Mattis, who started Duke Records last year, has a new label now, Starmaker Records. Talent with the label includes Danny Day and Moohah, with records cut by these artists already being shipped out to the jocks and to stores. The label is affiliated with radio station WDIA in Memphis. . . . Deejay Flip Forrest is now running an a.&r. program over KMAC in San Antonio. . . . Charles Brown is now at the Apollo Theater in New York.



TIFFANY DOES IT AGAIN!

CLARK DENNIS SURPASSES HIS FIRST TIFFANY BEST-SELLER

"YOU AND YOUR SMILE"



B/W "MY BUDDY" 1303-1303 T45

CLARK DENNIS

EDDIE BALLANTINE and the TIFFANY Recording Orchestra

Our hearty thanks to disk jockeys, juke box operators and reviewers who made so thrilling a hit of TIFFANY'S first release-still going strong!

"GRANADA" and "MY LOVE FOR YOU"

BENART DISTRIBUTING CO.

327 Frankfort St., Cleveland, Ohio

COSNAT DISTRIBUTING CO.

315 W. 47th St., New York, N. Y.

COSNAT DISTRIBUTING CO.

1710 North St., Philadelphia, Pa.

DIAMOND RECORD DISTRIBUTING CO. 1819 W. Pico Blvd., Los Angeles 6, Calif.

DOBBS OF DALLAS

135 Leslie St., Dallas 2, Tex.

HIT RECORD DISTRIBUTOR CO.

1043 Central Ave., Cincinnati, Ohio

M. S. DISTRIBUTING CO.

2009 S. Michigan Ave., Chicago, III.

MUSIC SALES CO.

1082 Union Ave., Memphis, Tenn.

MUSIC SUPPLIERS OF NEW ENGLAND

263 Huntington Ave., Boston 15, Mass. OKLAHOMA RECORD SUPPLY CO.

627 N.W. 2nd St., Oklahoma City, Okla.

PAN-AMERICAN DISTRIBUTING CORP. 3731 Woodward Ave., Detroit, Mich.

PAN-AMERICAN DISTRIBUTING CORP.

3401 N.W. 36th St., Miami, Fla.

PAN-AMERICAN DISTRIBUTING CORP. 90 Riverside Ave., Jacksonville, Fla.

STANDARD DISTRIBUTING CO.

1705 Fifth Ave., Pittsburgh, Pa.



RECORDING COMPANY

332 S. Michigan Ave., Chicago

HA. 7-4593

A L A S TO THE STATE OF

THE PERSON NAMED IN COLUMN TWO

The Billboard's Music Popularity Charts

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Chicago ... PROPOSAL

Shirley & Lee, Aladdin 3205

Philadelphia...RAGS TO RICHES

Dominoes, King 1280

BABY DOLL

Marvin & Johnny, Specialty 479

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Money Honey
- C. McPhatter, Atlantic 2. Honey Hush
- J. Turner, Atl ntic
- 3. Shake a Hand F. Adams, Herald
- 4. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin
- 5. Mad Love
- M. Waters, Chess 6. Rosemary
- Fats Domino, Imperial
- 7. Drunk
- J. Liggins, Specialty
- 8. I Had a Notion J. Morris, Herald
- 9. Feelin' Good
- Little Junior's Blue Flames,
- 10. Blues With a Feeling Little Walter, Checker



A New Hit ROSE MITCHELL "BABY, PLEASE DON'T GO" "LIVE MY LIFE" #5260





Charlotte

- 1. Honey Hush
- J. Turner, Atlantic 2. Money Honey
- C. McPhatter, Atlantic
- 3. Shake a Hand
- F. Adams, Herald 4. I Had a Notion
- J. Morris, Herald
- 5. Drunk
- J. Liggins, Specialty 6. One Scotch, One Bourbon,
- One Beer
- A. Milburn, Aladdin
- 7. Good Lovin'
- Clovers, Atlantic 8. Don't Deceive Me
- C. Willis, Okeh
- 9. Rosemary Fats Domino, Imperial
- 10. Too Much Lovin' Five Royales, Apollo

Chicago

- 1. TV Is the Thing
- D. Washington, Mercury 2. One Scotch, One Bourbon. One Beer
- A. Milburn, Aladdin
- 3. Honey Hush
- J. Turner, Atlantic Money Honey
- C. McPhatter, Atlantic
- Shake a Hand F. Adams, Herald
- 6. Perfect Woman
- Four Blazers, United 7. Proposal
- Shirley and Lee, Aladdin
- Don't Deceive Me
- C. Willis, Okeh
- Get It Royals, Federal
- 10. Good Lovin'
- Clovers, Atlantic

Cincinnati

- Money Honey
- C. McPhatter, tlantic 2. I Had a Votion
- J. Morris, Herald
- 3. Honey Fush J. Turner, Atlantic
- Good Lovin'
- Clovers, Atlantic Too Much Lovin'
- Five Royales, Apollo
- 6. Nadine
- Coronets, Chess 7. Shake a Hand
- F. Adams, Herald 8. My Country Man
- Big Maybelle, Okeh
- Royals, Federa! 10. Please Hurry Home

B. B. King, RPM

Detroit

1. Money Honey C. McPhatter, Atlantic



Big Maybelle, Okeh 3. Shake a Hand

2. My Country Man

- F. Adams, Herald
- 4. Honey Hush
- J., Turner, Atlantic 5. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin
- 6. Marie Four Tunes, Jubilee
- 7. Good Lovin' Clovers, Atlantic
- 8. TV Is the Thing
- D. Washington, Mercury 9. Crying in the Chapel
- Orioles, Jubilee 10. Mattie Leave Me Alone
- Thrillers, Four Star

Los Angeles

- 1. Shake a Hand
- F. Adams, Herald 2. Aad Love
- M. Waters, Chess 3. Feelin' Good Little Junior's Blue Flames, Sun
- 4. Money Honey C. McPhatter, Atlantic
- 5. Rosemary
- Fats Domino, Imperial 6. In the Mission of St. Augustine
- Orioles, Jubilee 7. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin Get It
- Royals, Federal 9. Good Lovin'
- Clovers, Atlantic
- 10. Blues With a Feeling Little Walter, Checker

New Orleans

- I. Mad Love
- M. Waters, Ch ss 2. Money Honey
- C. McPhatter, Atlantic
- 3. Shake a Hand F. Adams, Herald
- 4. Blues With a Feeling
- Little Valter, Checker
- 5. Rosemary Fats Domino, Imperial
- Take Me Back L. Hayes, Recorded in Holly-
- wood 7. Feeling Good
- Little Junior's Blue Flam s,
- 8. Good Lovin' Clovers, Atlantic
- 9. Honey Hush
- J. Turner, Atlantic
- I Would If I Could Ruth Brown, Atlantic

New York

- 1. Shake a Hand F. Adams, Herald
- 2. One Scotch, One Bourbon, One Beer
- A. Milburn, Aladdin 3. Don't Deceive Me
- C. Willis, Okeh
- 4. Money Honey C. McPhatter, Atlantic
- 5. I Had a Notion
- J. Morris, Herald 6. TV Is the Thing
- D. Washington, Mercury
- 7. My Country Man
- Big Maybelle, Okeh
- J. Liggins, Specialty
- 9. Crying in the Chapel
- Orioles, Jubilee Good Lovin' Clovers, Atlantic

Philadelphia

- 1. Money Honey J. Turner, Atlantic
- 2. Rags to Riches
- Dominoes, King 3. One Scotch, One Bourbon, One
- Beer A. Milburn, Aladdin
- J. Morris, Herald

4. I Had a Notion

- 5. Fat Daddy D. Washington, Mercury
- 6. Shake a Hand F. Adams, Herald
- 7. TV Is the Thing D. Washington, Mercury
- Marvin & Johnny, Specialty 9. Get It

8. Baby Doll

- Royals, Federal
- 10. Good Lovin' Clovers, Atlantic

Rhythm & Blues Record Reviews

- Continued from page 34
- I Don't Know What I'll Do 78 This one has the flavor of "Shake a
- Hand" due to the beat and the ork sound. The warbler sells it well, and the sound will help it get both spins and coins. Another good hunk of
- wax by the new chanter. (BMI) BUDD JOHNSON ORK
- Off Shore79 ATLANTIC 1013 - The pop hit receives a most interesting r.&b. treatment on this side. The instrmuental is done sensitively, and Budd Johnson's alto sax achieves much mood
- and overtone. Watch this side. Don't Take You're

FLOYD DIXON

Old Memories 75

- Love From Me 76 Another fine reading by the Johnson ork on this side. Alto sax work is outstanding.
- SPECIALTY 477 - Dixon sings out strongly about a joint on the other side of the tracks. The lyrics aren't

much, but the ork pounds its way

- thru with a persuasive beat and listeners should find the excitement catching. Fine for the jukes. (Venice, BMI)
- A slow, romantic blues conveys a sentimental and sad mood in this finely-projected effort. The chanter is in top-notch form here. (Venice,
- JIMMY NELSON RPM 397-Rumba blues receives a
- persuasive performance from the warbler over a wild backing. A bright side by Nelson that could garner some coin. Cry Hard Luck 76

Nelson does a good Job on this up-

tempo blues, which holds interest

much more due to the singer's per-

- formance than the material, and due to the solid beat by the ork.
- THE SWALLOWS KING 4676-Swallows do a fine blues rendition here. Performance has movement, beat and an attractive mu-
- sical figure in the backing. (Jay & Cee, BMI) I'll Be Waiting 72
- The ballad is given a nice effect by the Swallows. Lead singer has good diction and achieves a sincere delivery. (Roger, ASCAP)
- THE PLATTERS Give Thanks75 FEDERAL 12153 — New group on label kick off with a spiritualflavored number that packs some appeal in today's market. It starts
- quietly and has a fine jump spot in the middle. (Armo, BMI) Hey Now 65 Group switches to a rhythm pattern on this side, but loses the quality and
- distinctiveness set forth on flip. (Armo, BMI) STICKS McGHEE

Dealin' From the Bottom74

- St. Louis
- 1. Drunk J. Liggins, Specialty
- 2. TV Is the Thing
- D. Washington, Mercury Marie
- Four Tunes, Jubilee Shake a Hand
- F. Adams, Herald
- 5. Honey Hush J. Turner, Atlantic 6. One Scotch, One Bourbon, One
- Beer A. Milburn, Aladdin 7. Perfect Woman
- Four Blazers, United 8. Drunk
- J. Liggins, Specialty
 9. The Come Back Memphis Slim, United 10. Blues With a Feelin'

Little Walter, Checker Washington - Baltimore

- 1. I Had a Notion
- J. Morris, Herald Money Honey C. McPhatter, Atlantic 3. Fat Daddy
- D. Washington, Mercury 4. Shake a Hand
- F. Adams, Herald
 5. In the Mission of St. Augustine Orioles, Jubilee

Fats Domino, Imperial

L. Hayes, Recorded in Hollywood

7. Take Me Back

6. Rosemary

8. Honey Hush J. Turner, Atlantic

9. Baby, It's You

Spaniels, Chance 10. These Foolish Things Dominoes, Federal

Cee, BMI) JO JO ADAMS Rebbeca73 PARROT 788-Lend me your love, sings Jo Jo, because you can't take it with you. This is the r.&b. switch on "Gather Your Rosebuds While You

KING 4672-Love is something like a

game of cards, we are given to under-

stand. The slow blues is performed

well by McGhee and the backing is

Boogie-like opus is sung joyfully by

McGhee and some of the spirit ought

to carry across to spinners. (Jay &

listenable. (Jay & Cee, BMI)

Jungle Juice....70

construction, with interesting lyrics. Call My Baby 72 Jo Jo Adams sings a good blues on this side. Vocalist and band backing him achieve a swinging relaxed effect.

May." Ditty is traditional blues in

JOHNNY MOORE HOLLYWOOD 45-1001 - He's mistreated, his friends are talking about him, and someday he won't be around any more. It's a very sad ditty of the blues genre. Charles Brown's vocal is

slow and pensive in mood. (Assoc.

- Hollywood, ASCAP) Strange Love....69 Johnny Moore's Three Blazers do a ballad here, with Charles Brown on the vocal. Do come back, he sings. Only fair. (Assoc. Hollywood,
- ASCAP) JIMMY WITHERSPOON Move Me, Baby72 FEDERAL 12156-Nicely paced disk with a good beat has chorus and ork
- backing Witherspoon effectively. (Armo, BMI) Sad Life....68 This is about as funeral as a disk can be-a real dirge. Witherspoon recounts all his troubles and man he's

had them. Ork and choral backing is

- in keeping. (Armo, BMI)
- RUDY GREEN CHANCE 1146 - This is a bluesy version of the standard folk item. "Letter Edged in Black." Perform-
- ance is fair; material is strong. (Lois, It's You I Love 65
- (Joni, BMI) NORMAN DUNLAP-MAXWELL DAVIS TRIO It's Easy to Remember65

Okay beat vocal on a rhythmic item,

ALADDIN 3213-The beautiful oldie

Another in the pop idiom. (D&M,

routine ork backing. Recording is

- is rendered smoothly for a listenable side. (Famous, ASCAP) Dream and a Prayer....62 The pretty ballad is showcased in appealing fashion on this waxing.
- You Scare Me40 STARMAKER 502 - New ballad is handled in so-so fashion by Day over

muddy. (BMI)

Wishing....40

DANNY DAY

Same comment. (BMI) Popular

- Record Reviews
- "o:tinued from page 50 CATHY CARR
 - favorite theme in several current hit songs. Miss Carr pulls out all the stops for this weeper and puts it over thru persuasive performance. (Shelley, ASCAP) Cryin' for the Carolines....67

CORAL 61092-A new twist to a

- This Carolina gal sobs out her nostalgia for home and the boy she left behind. Miss Carr puts her heart into this song, but it still adds up to only routine material. (Remick, ASCAP)
- EUGENE BAIRD Ain't Got No Money68 VINROB 6-According to the lyric, Miss Baird is broke, but that doesn't prevent her from booming out some cheerful sounds here. She has a polished style, and with a lilting assist

from the band, puts the disk over

Somebody's Lonesome....65 A slow, sentimental song in a pleasantly old-fashioned arrangement. Miss Baird puts a lot of sincere emotion into the tune. (Vinrob, ASCAP)

nicely. (Vinrob, ASCAP)

SKIP FARRELL

- On the Denver and Rio Grande68 OROCO 19539 - To the chugging rhythms of train wheels going around, Farrell sings out a spirited song about the romance he found aboard a Western train. It's good material with an infectious beat. (Kavelin, BMI)
- How Often 60 A more routine ballad in a slew
- tempo that falls to improve much thru Farrell's careful styling. (Riddle,

Burlesque Bits

named Pete in her strip routine, has just purchased a white cockto act as alternate in the disrob-Siska is Anita Marie, wife of straight man Al Golden. . . .

Charlie Fox, Milwaukee and Minneapolis theater operator, lost out on a bid to retain the Alvin in the latter town, when an evangelist beat him in the price, with the result that the house, after 50 successive seasons, becomes transformed into a tabernacle for revival meets. Fox now is in negotiations with the Paramount circuit for the closed Astor as a replacement for the Alvin. . . .

Bert Carr replaced Walter Brown opposite Charles Robinson in a Hirst unit, with Brown moving to the Gayety, Norfolk, stock. . . . The Hudson, Union City, N. J., returned its former Saturday matinee show, absent for several agency.

Denver AGVA

Continued from page 15

ers Willie Hartzell and Jerry Bakke. Local AGVA secretary Don Gilbert said that waitresses, bartenders and even the hatcheck girl participated in the

"When I mentioned that his bartender, Johnny Singleton, is a long-time member of AGVA and should be paid as an entertainer or not be expected to work in the show, Bakke implied that if Singleton didn't continue as combination man, his services would no longer be necessary," Gilbert reported. He went on to say that all other clubs in this area are working with AGVA, and that the Beacon was being unfair to other clubs as well as to professional entertainers.

Union Barrier

Continued from page 15

jockey was now competing for commercial jobs and that he felt he shouldn't aid deejays who might take jobs away from his people. He pointed out how the re-appearance of the musicians on the radio shows enhanced the popularity of the jockeys to the extent that they had become attractions and were taking work away from musicians.

Don Hirsch, American Federation of Television and Radio Artists rep here, is now working out an arrangement with Nazarro to protect the high popularity and top ratings the disk jockeys have acquired through their liberal use of recording guest artists.

Nevada Gamblers

Continued from page 15

wealth of the gambling industry in Nevada.

They are not claiming poverty, they assert, but neither are they holding still for such estimates. The gamblers claim that certain charities on a national level drastically curtail allocations to Neyada in the mistaken belief that the \$1,500,000,000 gambling business isn't doing its proportionate share to keep up the good work.

"Uncle Sam knows how much money we make," one casino op-is almost impossible to resist. A Patachou has some of the Mars information. If we were as 'fat' as these people seem to think, there wouldn't be any national

For Night Clubs-Banquets-Conventions. Write-Wire-Come in.

RAY S. KNEELAND 751/2 W. Chippewa St., Buffalo 2, N. Y.

SCENERY

Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.

Schell Scenic Studio 581 S. High Columbus, O.

GIRLS-GIRLS

wanted at once.

PICCADILLY CLUB

115 W. Fayette St. Baltimore 1, Md.

7.6

Siska, who uses a macaw years, and now, with its three shows each on Friday and Saturday and two each the rest of the atoo (Toby) which she will train week, is back to its 16 a week total. Coming headliners include ing technique. In private life Mickey Jones, Francine and Billy Hagan, November 15; Ann Arbor, Trudy Wayne, Peggy Clark, Paul West and Meggs Lexing, November 22; Ann Perry, Daureen Dennis, Harry Conley and Billy Foster, November 29; Peaches, December 6, and Georgia Sothern Saddle," and "Too Late to Ask for a return, December 13. . . . Las Vegas, Nev., has Carrie Finnell co-starred with Hank Henry, ian Holiday" containing a cast of Her "Small Wonder," a Flaming and "Minsky's Follies of 1954" mime of popular silent film types, from November 24 to January 4 at the Desert Inn. . . . Rita Ravell songs, such as "I Gotta Stay Sostarted a Kane circuit tour of six ber Tonight" and "Ten Cents a weeks on October 23 in Colum- Dance," also drew top applause. bus, O., thru the Miller-Kaplan

> Sally Lane and her monkeys nitery in Beloit, Wis., to the Frol- proponents of the corn circuit. ics Club, Minneapolis, November LaRose, who was forced to attend chorus line. court hearings those days in Boston as the result of immoral his orchestra. performances charges brought against the Howard and Casino theaters. The trial, in Municipal Court, wound up in a conviction with fines of \$500 each imposed on Max Michaels and Frank Engel, operators, and \$200 each on Rose LaRose, Irma the Body and Marion Russell, strips. Garrett H. Byrne, Boston district attorney, sought the shuttering of both houses. Censor Walter Milliken, on the other hand, said he saw nothing objectionable at any of his visits. Later, on November 9, the City Censorship Board suspended for three days the theaters' licenses.



NIGHT CLUB-VAUDE

• Continued from page 14

she went into her native tongue. She started it off to a so-so audience that was apparently amused in a tolerant fashion at her pronunciation. But no sooner had she finished her opening medlyfive or six French pops familiar to Americans-than she was in, The audience was no longer tolerant. It was hushed-eagerly attentive. The girl had it.

From then on it was all downhill, and she worked like she knew it. She had authority, ease and a full command. Whether it was a comedy number, a ballad, or an American show tune, e.g., "C'est Magnifique" or "C'est Si

Mars did. When she did the oldie, "I'm in Love, Oh, So Madly in Love," her strangely accented English gave it added charm heightened by her

eloquent acting. It is difficult to compare Miss Mars with any French canary familiar to American audiences. Where an Edith Piaf agonizes magnificently thru a song in heart-rending fashion, Miss Mars quality, but not her bubbling exuberance.

It is doubtful if the full Mars quality can be captured on wax. It is almost a certainty, however, that as a sight singer she has what it takes.

The Ted Straeter backing was a fitting accompaniment to Miss Mars' talents. Mark Monte's relief work was enticing enough to jam the floor between the Straeter dance sets and the show. Bill Smith.

Hotel Flamingo, Las Vegas, Nev.

(Sunday, November 8)

Capacity, 550. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Producer, Seymour Felix. Booker, Maxine Lewis. Publicity, Allan A. Arthur. Esti-mated budget, \$12,500.

Guy Mitchell is the headliner her stage door admirers than by tho, judging from audience reac- the audience. tion, Mary McCarty is the one who walked off to the bigger

Tell morest 1998

tures the current rage of the nation's bobby-soxers, Guy Mitchell, but judging from the applause the adult audience liked Mary McCarty's talented novelty

songs and mimicry better. Young Mitchell, who seems

hardly more than a boy himself, stays mostly with his recorded favorites like "My Truly Fair"; "Pittsburgh, Pa"; "She Wore Red Feathers" and "Chick-a-boom." Departing from this type, he also delivers "I'm in Love with You, Honey"; "When You're Smilin'," "I'm Just Wild About Mary," "I Wonder What's Become of Sally" and "Body and Soul." To be different, he also plays around with a novelty number, "Blood on the Forgiveness."

Versatile comedienne McCarty found success with those of midwith Jimmy Cavanaugh as emsee, dle-age and older, by stressing in a presentation labeled "Hawai- a series of nostalgic numbers. 17 at the Silver Slipper Saloon, Youth satire, and a clever pantowere highlights. Her novelty

The carbon-copy Warner Brothers musicals of the '30's likewise which netted him three broken came in for a satire treatment, as ribs and an injured spine. Lerno shifted from Bob and Jerry's did the current crop of folk song and Lurline, now residing on their

Balance of the show is held 2. . . . Vivian Morgan subbed for over, with Barbara Perry and the four shows November 6 and 7 at Four Dancing Gentlemen, and the the Hudson, Union City, for Rose Dupree Trio aiding the regular

Music is by Torris Brand and Ed Oncken.

Ciro's, Hollywood

(Tuesday, November 10)

Capacity, 460. Price policy, \$2 cover. Shows at 10:30 and 12. Owner-operator, Herman D. Hover, Publicity, Jim Byron. Booking policy, non-exclusive. Estimated budget this show, \$4,500.

Johnnie Ray a solid Ciro's entry via established song fare. Comic Gary Morton's routine adds balance to the bill.

Despite sharp competition on the Sunset Strip, Johnnie Ray previously caught appearances, Henricks, publicity; David Mon- troit. Other new officers are John opening night while terpsing, a show; Sherman Gordon, Gala fluff that could well be added to Night program; Mrs. Sherman the routine for added yocks.

Ray's vocal repertoire consists mainly of his established wax hits, opening with "Please Don't Talk About Me When I'm Gone," complete with gesticulations and face contortions that the crowd delights in.

He follows via "Glad Rag Doll,"
'Somebody Stole My Gal," 'With These Hands" and "Walking My Baby Back Home," the latter with Ray bussing the female ringsiders. Ray walks off to a solid mitt in "Little White Cloud," "Cry" and the rousing "Jubilee."

Preceding, comic Gary Morton came off fairly well via abbrevi-"C'est Magnifique" or "C'est Si ated takes at Las Vegas, a "Drag- for My Husband," and "Try a Bon," there was nobody around net" turn and a clever Liberace Change of Pace," as well as a ated takes at Las Vegas, a "Dragthat gave them the nuances Miss take-off. Morton's material is sharp, with his pacing and stage participation which she called presence well balanced.

Dick Stabile ork backs with routine arrangements and alter- her only serious piece, the overnates with the Bobby Ramos done "I Believe." rumba group, minus the leader, for dancing. Joe Friedman.

Hotel Thunderbird, Las Vegas, Nev.

(Monday, November 9)

Capacity, 350. Price policy, no cover, no minimum. Shows at 8:30 and 12:30. Booker, Hal Braudis. Estimated budget,

Show of Nejla Ates and Margaret Phelan goes to the later, even the the former displays more. Miss Ates not strong enough to follow Miss Phelan.

Into the Thunderbird this week comes the rippling belly and flipping hips of tiny Turkish dancer Nejla Ates, whose romantic encounter with playboy Sheppard King just prior to her Las Vegas engagement reaped her a publicity bonanza.

The child-like Nejla, who says she is 21 and looks 15, displays a galloping midsection and swivel hips to advantage in her brief appearance, which was only about 10 minutes on stage. Judging by the numerous column items, Nejla was more appreciated by

Nejla's unique act suffered somewhat by following the novelty comic songs of veteran Margaret Phelan, who proved to The Flamingo this week fea- be a crowd-pleaser more to the

Hocus-Pocus

By BILL SACHS

AT ITS first Family Night of the est yarn in The St. Petersburg season at the Barbizon Plaza (Fla.) Time of November 2. Writ-Hotel, New York, November 6, the ten by George Bartlett, Time staff Parent Assembly president, Bert Feinson, was presented with her husband's Past President's medal and scroll. . . . Fred Keating is working night clubs outside the Manhattan area of New York. . . Al DeLage and Shirley were featured recently on the TV show. "Tootsie Hippodrome," out of New York. . . . Hen Fetsch appeared before the Birmingham Magic Club November 10 with his demonstration and lecture. . . . C. S. Karland, owner of the Karland Magic Circus, is still out of action as a result of a fall in a bath tub new yacht, Lurline III, a 52-foot since early fall. . . . Jack Corbin, Worth Magic Enterprises. . . . Wade Hampton, Columbia, S. C., August 20-21, 1954, are Isadore L. Culler, president and treasurer; Sherman M. Gordon, vice-presishould do exceptionally well dur- dent; Thomas A. Henricks, secretempt at a soft-shoe routine. It's contest; Sam Candler, close-up notable that his shoe came off show; Reese W. Hart, banquet Gordon, ladies activities; Mike Cohen, dealers, and Coke Cecil, Melvin Oakes, Julian Boehm, Goodlet Dodson and Jimmy Sanders, advisory committee.

CEORGE LA FOLLETTE, one of the real greats of the old vaude days, both as a magician and quick-change artist, was the subject of a corking human-inter-

liking of Las Vegas audiences. Opening with "Love Is Where You Find It," Miss Phelan went into a series of risque numbers like "You Can't Take It With You," "Since I Became a Hussy novelty number with audience "Panels, the TV Rage." For a twist in her finale, she delivered

Held over from the last show are the Marvels, outstanding teeterboard acrobats, who never cease getting heavy applause with their flip-flops.

A quaint addition to an Oriental chorus line number by the Kathryn Duffy Dansations is Shann Varr, who resembled something out of "Wizard of Oz" in sequins, as he went thru a routine which somehow defies description.

Music is by Al Jahns and his orchestra, featuring vocalist Barney Rawlings.

Ed Onckens.

Parent Assembly of the Society of writer, the piece relates how American Magicians presented National Secretary Vynn Boyar with a gold-tipped wand for his broke La Follette into the busimany services thru the years in ness just 50 years ago as a beproducing National Council shows tween-the-acts feature with the in New York. The wife of the late old McGill-Shipman Stock Company. Prior to his theater connection, Hanley had been manager for Hermann the Great. The article tells further how Hanley coached La Follette for his first big break in 1910, an engagement at Hammerstein's Victoria, at that time New York's leading vaude house, billed as a "celebrated Chinese magician, Rush Ling Toy. direct from the Orient." He was held over at Hammerstein's six weeks with his 35-people magic unit. For more than 25 years La Follette played the Keith Circuit and for the Shuberts under the billing of Rush Ling Toy, magician, and in his lightning-change act. In 1946 La Follette moved cabin cruiser, off Norfolk, have from Boston to St. Petersburg, been playing Karland's club dates where he operates a magic shore where he operates a magic shop in the Professional Building. La comic, scribbles from Temple, Follette's 50th anniversary in Tex., that he recently worked show business was celebrated by Jimmy Young's Town Lounge, the O. D. Cloakley Ring, Interna-Fort Worth, with close-up magic, tional Brotherhood of Magicians, and that he is slated to return with a party at the Lions Beach there in the near future. While at House, St. Petersburg, Friday the Town Lounge, Corbin says night, November 6, when the old he doubled on the magic routines master was made a lifetime memwith club owner Young, a trix- ber of the ring. Magicians from ster of no mean ability. During all over Florida where on deck fer the daytimes there, Corbin han- the event. . . . Dominique, French dled demonstrations at the Fort pickpocket magician, followed in Bill Baird at the Continental Club, Officials selected to handle ar- Montreal, last week, while the rangements for the Southeastern latter transferred his bag of nif-Magicians' Convention at Hotel ties to Roby Foo's in the same city. . . . Nemo the Magician is working club dates in the Montreal sector. . . . Harry E. Cecil, the "world's worst magician," has been elected president of Harry ing his return engagement at tary; Rev. J. W. Jackson, regis- E. Cecil Ring No. 22, International Ciro's, Ray's act doesn't vary from tration and chaplain; Thomas A. Brotherhood of Magicians, Dewith the exception of a comic at-Barton, secretary; Charles Romig. treasurer; Douglas Vetteral, sergeant at arms, and Rob McCleary. Clare Cummings, Jack Savage and Robert Ungewitter, executive committee.

CONTROL ADMISSIONS with STROBLITE IDENTIFIER



Hands of patrons are stamped with a harmless in-visible ink which becomes v i s i b l e under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc. COMPLETE KIT, \$45

Write for Information

LUMINOUS COLORS, BLACKLIGHT LAMPS for the stage, displays, decorations. STROBLITE CO. 35 W. 52d St., N.Y.C.

When in BOSTON It's the HOTEL AVERY

Avery & Washington Sts.

The Home of Showfolk ************************************

Be a Booster for MILTON SCHUSTER

People in all lines for Theatres

and Clubs 127 N. Dearborn St. Chicago 2, III.

WANTED WANTED

DRAPERY ARTIST for "Pin-Up" Style Show with experience and ability to create styles on live models. Contact immediately for January booking. Nonpros or starters, don't waste time.

Address Box 114

Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.



Minstrels' Costumes & Accessories

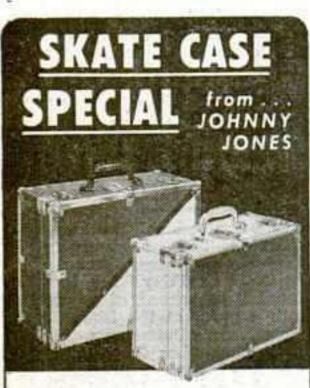
Dance—COSTUMES—Clowns For all other occasions. Get in touch with

THE COSTUMER SCHENECTADY 5, N. Y.

Plan Hamid Show for Philly 'Winter Fair'

George A. Hamid show will be the agricultural, economic, and indusentertainment feature of the December 18-19 "Winter Fair" to be held in the Philadelphia Arena, under sponsorship of Inquirer prizes, and a fair-type grand-Charities. Charities officials in scheduling the event cited the popularity of fairs thruout the country, and said they would compress into the arena many of the rustic atmosphere elements

that are commonplace at fairs.
"Winter Fair" will fall into



TWO DOZEN or MORE FREIGHT PREPAID TO YOUR DOOR anywhere in U.S.A. AT OUR USUAL LOW PRICES

largest exclusive skate distributor in the country

Write for prices & descriptions all colors available Wholesale Only To Rinks & Dealers

JOHNNY JONES, JR. presentatives for CHICAGO ROLLER SKATE CO 51 CHATHAM ST., PITTSBURGH 19, PA.

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. CILES, Pres.

Curvecrest, Inc. Muskegon, Michigan
We invite you to bring your skates to

Curvecrest and see for yourself.

NEW and BETTER SOUND

More popular every day — the new Orange Label skating records or tapes. Write for free catalog.

Orange Recording Co. 1253 Lewis Drive, Winter Park, Florida

FOR SALE

Complete portable Skating Rink, 100 feet by 40 feet, including Shoe Skates and Clamp-On Skates. Excellent condition. No reasonable offer refused.

DOLMAN & RUBEO

900 So. Columbus Ave. Mount Vernon, N. Y. Mount Vernon 8-5327

Porto-Bilt

The finest prefabricated, sectional floored, Skating Rinks built. Engineered to combine a compact, movable unit which is easily erected to make a beautiful money-making business enterprise. We will finance.

W. T. SHACKELFORD 141 Mann St., Smyrna, Ga. Phone 5-5216.

PHILADELPHIA, Nov. 14 .- A three broad phases: Exhibits of trial activities and products in this metropolitan area; home economics competitions with cash stand show produced by Hamid.

The Christmas theme will run thruout "Winter Fair," altho activities will not be confined specifically to this motif. Plans are to have Santa on hand and for the Arena to be decorated with appropriate foliage. There will be an exhibition and parade of champion cattle bred in this region, as well as more than a hundred specimens of prize poul-

Admissions to "Winter Fair' will be \$2, \$1.50, and \$1 on both days, while evening prices will be \$2.50, \$2 and \$1.50, with all seats for the show reserved.

Rentals Cover Current Costs At Macon Aud

MACON, Ga., Nov. 14.-Rentals now cover current expenses of the Municipal Auditorium here, it was reported by the city. This is the first time the building has not been in the red.

Rentals are divided into three classes, with a charity rate of \$45 and \$50. Bands, road shows, and boxing pay \$90 per day and \$100 per night. Dances, ice shows and roller derbies are among those events charged \$100 a day and \$125 for each night.

Recent improvements include a new \$7,500 hardwood floor, \$12,-500 curtain and track, new chairs in the balcony and portable

Delaware Group Chartered for Rink Operation

DOVER, Del., Nov. 7.-Recreation, Inc., which plans a dance hall and roller rink operation, has by the fire. been chartered, with the office of Jacob Balick, Wilmington attorney, listed as the principal office. Capital is 250 shares of no par value.

Richland Kicks Off Promotion Drive

HARTFORD, Conn., Nov. 14 .-Irving Richland, of Hartford Skating Palace, has launched his annual fall promotion campaign with augmented advertising in metropolitan Hartford dailies being aided by special publicity stories in newspaper.

On occasion, Richland writes guest columns of show business anecdotes for local columnists.

A GOOD DEAL for RINKMEN-"CHICAGO"

"Precisionette"—"Imperial" and "DeLuxe"

Three New, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display.

Cash in on these SALES NOW!

CHICAGO ROLLER SKATE CO.

Manufacturers of all kinds of Roller Skates

Chicago 24, Illinois

SKATER'S FAVORITES. Tek- 100 SHOE RENEWER TOE STOPS ... made of finest, ... keeps shoes looking Order From Your Distributor Or Write: natural white rubber; like new! 50c retail, also PRO-TEK-TOE SKATE STOP CO. easily attached; for qts. & gals, for rink use. men, women & children. WENTZYILLE, MISSOURI

Henie Troupe To Play N. Y. In Fall of '54

location has not been chosen yet, it was said yesterday at the Holishow will open early next fall,

Norway after a successful 38performance run at the Royal Tennis Courts in Stockholm that ended Sunday (25). Total attendance at the icer was 144,858 with tickets scaled from \$1 to \$4.

The Henie show is performing without her in Lille, France, where Jacqueline du Bief is heading the unit. The troupe will then play Lyon, France, and re-turn to New York next month for vacations. In January it will go on the road as Ice Vogues until March, when Miss Henie will rejoin the unit in Nashville, Tenn. Doubled in personnel and traveling from then on as the Sonja Henie Ice Revue, the show will play a route consisting so far of Grand Rapids, Mich.; Sioux City, Ia.; and Toledo, Canton, and Co-lumbus, O. No Eastern dates have been booked as yet.

Blaze Ruins Vermont Rink

ST. JOHNSBURY, Vt., Nov. 14. -Arnold Dolgin, whose family owns and operates the Blue Moon Amusement Center between this city and Lyndonville, stated this week that recent fire damage to their property was partially cov-ered by insurance but that at this time no specific plans for rebuilding had been formulated.

A \$40,000 early morning fire Friday (16) razed the Blue Moon, which has been operated as a roller rink, but did not damage the restaurant or motel buildings.

The Blue Moon Drive-in Theater operated by Avon Atkins is near by, but was not endangered

Godfrey Plans New Operation In Motor City

DETROIT, Nov. 14.—Plans for construction of a large new skating rink are being made by Orville Godfrey, former operator of the Arcadia and Madison rinks

Site for the new project has not been disclosed, but it is expected to fill a gap in Motor City skating apparent since the closing of Arena Gardens last spring.

Godfrey has been out of the field for about two and a half years, but expects to take over another rink operation, probably in another city, for the coming winter before going ahead with his major construction project here.

Toledo Arena Installs 3,000 Sound Panels

TOLEDO, Nov. 14. — The Sports Arena here has been equipped with sound baffles which improve the building's acoustics, according to Manager Andy Mulligan.

About 3,000 of the baffles were placed near the building's ceiling six-pound plastic-glass panels are suspended from wires strung between girders.

Mulligan said that the installation did much to improve the acoustical situation which has faced the building since it was built in 1947.

Times Asks N. Y. Hall Action; Kingsbridge Holds First Show

NEW YORK, Nov. 14. — The nual National Hotel Exposition. New York Times yesterday spoke The event closed yesterday. The New York City in 1954, but the the entire area wanted by the city for the site.

Despite grandiose plans for a day on Ice Shows office. The show will open early next fall, press man John Finley said. He least three years "without an adeadded that a place capable of seating 12,000 would be required. plans are useless, the editorial stated, "when it is merely a blueprint."

With the federal government having taken over Grand Central Palace, Kingsbridge Armory in the Bronx opened Monday (9) for its first exposition, the 38th an-

Oakland Signs

Full Schedule

Of Yule Events

OAKLAND, Calif., Nov. 14.— Fourteen events during the first

three weeks of December com-

prise the busy Christmas season booked at Oakland Municipal

parties and programs in the

arena, theater and ballroom, the

VA /-1 I

Urge Wildwood

Convention Hall

between Lincoln and Schellenger

facilities of the public relations

bureau, new comfort stations, and

beach patrol quarters. There would be a seating capacity of 1,200 and the building would be

heated. Kay said private money

may be used or the city can take

it out of tax money in a bond issue. The city does have a bond

credit of \$175,000 "which can be

utilized and liquidated over a

20-year period.'

The hall would house the

post office department.

out editorially for a speed-up in armory's hall was unchanged for plans leading to erection of the the event, and no ventilating aids proposed \$20 million Coliseum were installed inside its 90-foot-planned for Columbus Circle. The newspaper cited an October court air. Several dozen lights were NEW YORK, Nov. 14.—Sonja decision dismissing property own-Henie's Ice Revue will perform in ers' objections to the clearing of luminate the aisles, but all of the (Continued on page 59)

Mineola Starts 20th Year With

MINEOLA, N. Y., Nov. 14.— More than 800 skaters attended the recent opening of Earl Van Horn's Mineola Roller Rink, featuring a program of skating ex-hibitions and souvenir programs for everyone. The opening kicked off Mineola's 20th season.

The rink held its annual Halloween masquerade party the night of October 30. Six prizes of \$25 Abraham and Straus gift certificates, three each for men and women, were awarded for the finest, funniest and most original costumes.

Mineola is now on its winter schedule, operating nightly except Mondays. In addition, there are booked at Oakland Municipal Saturday and Sunday matinees, a Auditorium. In addition to these parties and programs in the (Continued on page 59)

exposition building is to be used during the entire month by the South Texas Manager Lin Lueddeke, direc-(Continued on page 59) **Contests Draw** 1,000 at Gate

HOUSTON, Nov. 14.-The South Texas Contest of the Month WILDWOOD, N. J., Nov. 14.— (RSROA sanctioned) was held That Wildwood is in dire need of a November 8 at Rainbow Roller convention hall, was graphically Rink here. According to Jack described at a meeting of the Kennett, Rainbow pro in charge Greater Wildwood Chamber of of arrangements, it was the best Commerce held Monday evening attended meet to date. Contest-(9) by John J. Kay, public rela- ants comprised 38 dance teams, 20 tions director of the resort. The figure skaters and five in the Chamber went on record endors- diaper division (under five years ing the plan of constructing a of age). Texas interstate monthly \$175,000 structure to be located, contests have been divided into according to Kay, on the beach Southern and Northern divisions. (Continued on page 59)

Concert Series Tax Clarified by IRS

WASHINGTON, Nov. 14 .- The federal admissions tax must be paid on tickets covering a series of concerts even the some of the events in the series are ballets or dance performances rather than concerts, the Internal Revenue Service ruled this week.

At the same time, the IRS rules that community ballets operated as non-profit organizations are exempt from the tax.



Almanac: (Shubert) Boston. Beatrice Lillie: (Nixon) Pittsburgh. Children's Hour: (Harris) Chicago. Cornell, Katharine (Prescott Proposals): (Colonial) Boston. Flameout: (Locust St.) Philadelphia. Guys and Dolls: (Tower) Atlanta. John Brown's Body: (Opera House) Boston. Kismet: (Shubert) Philadelphia. Make Momma Happy: (Parsons) Hartford, Conn., 19-21. Misalliance: (Shubert) Washington. Oklahoma!: (Shubert) Chicago. Pal Joey: (Taft) Cincinnati. Seven-Year Itch: (Erlanger) Chicago. South Pacific: (Aud.) Grand Rapids, Mich., 17-18; (Aud.) Flint 19-21. Time Out for Ginger: (Cass) Detroit. Twin Beds: (Shubert) New Haven, Conn.

Arena Routes

Hippodrome of 1954: (Arena) Cleveland 17-22; (Aud.) Oklahoma City, Okla., 24-29, Holiday on Ice of 1954: (Collseum) Canton, O., 17-19; (Arena) Toledo 20-29. Ice Capades of 1954: (Garden) Toronto 17-20; (Forum) Montreal 22-29. by its own maintenance crew. The Ice Follies of 1954: (Gardens) Cincinnati 19-29; (Arena) Hershey, Pa., Dec. 1-12.

Miscellaneous

Western Varieties of 1954; (H.S. Aud.)
Orange, Tex., 17; (H.S. Aud.) Jennings,
La., 18; (School Aud.) Franklin 19-20;
(H.S. Gym) Berwick 21; (Majestic) Covington 23; (H.S. Aud.) Amite 24; (H.S. Aud.) Brookhaven, Miss., 25.

USED ROLLER SKATES



LIGHTWEIGHT - \$18.00 Doz. HEAVYWEIGHT - \$24,00 Doz.

Write for price list. V3 down

Authorized Distributor for ROLLER SKATE CO.

JACK ADAMS & SON, INC. 1471 Boston Road . Bronx 60, N. Y. DAyton 9-3403

WELL KNOWN RINK OPERATOR WISHES TO LEASE ROLLER RINK

Or Bullding suitable for Rink, flat or percentage. Have equipment. ORVILLE W. GODFREY Detroit 1, Mich. 4814 Third St.

Roadshow Rep

er, has been in the Billings, Mont., area lately on a west-to-east tour. He says business has been satisfactory, with his solo dramatic opus receiving kind treatment. Jefro does sketches from old-time dramatic bills. . . . Graham Giffiard will again promote minstrel shows for amateur groups in the Seattle area. . . . Arthur Belleveau and family are playing E. F. Hannan's "Expose" in the Kingston, Ont., area and report having done some extra business for movie houses in several spots recently. Belleveau is moving toward Western Canadaterritory that he has made in past years. . . . From Nashville N. H. Collins writes: "I was disappointed despite opposition encountered in during the past summer in not Washington and Northern Calihaving had a chance to catch any fornia. of the tent minstrels. I saw two tent shows in Tennessee, but both needed new faces and new maneeded new faces and new material. Would like to see a modern of the Bill Bailey All-Star Mintab show come into this territory, strels last winter and with the I mean a real show that had some Neil Shaffner Show during the performers who could sing and past summer, returned to Unionsome sketches like the old Billy ville, Mo., after the Toby and Wehle and John Van Arnam Susie Show closed, to present a shows had. They are available, home talent minstrel for the but it seems that shows nowadays American Legion. The script was talk up their cars, trucks and written by Armond and entitled trailers and forget that folks come "Minstrel Daze." The show was to see a show. The man with the presented two nights in the High guitar has been working too hard School Auditorium and it was a and is wearing out. I haven't turn-away both nights. Further seen a good blackface act in several years." . . . F. H. Norton, Kan- Daze" will take the Armonds thru sas City, would like to see the ros- Illinois, Michigan, Ohio and the ter of the old Whitchurch Players South. Armond reports his betent show in this column. "Are lief that the "Minstrel Daze" script any of those performers still active?" Norton asks.

FROM Clinton, Mo., Arthur S. Harrison writes: "Have been working on some amateur productions in this area but things are only fair and there is more resistance than in former years. Had a summer's work with a small tent outfit that closed its season three weeks earlier than planned. To my way of thinking, the tent show for five performances, biz is going to be tough sledding Vogues" ended a four-day stand from now on due, for the most at Memorial Coliseum here part, to heavy expense. When you Wednesday (4). attempt to carry your own show house with you and put it up and take it down every day you must day (1) to about 1,500 customers, have working help, and there is the show drew a full night house building will have 225,000 square none to be had unless you want to of 2,100. Capacity of Coliseum is feet of exhibit and show area, give them what you make and 3,120 but only 2,130 seats were stand all the expense and loss, available after skating space of This is a one-way street that no manager will bother with inless provided. he's got money to throw away." . . . Jerry Curley, currently in

Drivin' Round The Drive-Ins

MARCH, 1954, opening is planned for the \$150,000, 750car capacity drive-in theater being built at Mansfield, Conn., by General Theaters, Inc., of which Morris Keppner and Lou Lipman are principal officers. The project is first of several planned theater units for the West Hartford, Conn., corporation. Keppner is partner in the Burnside Theater, East Hartford, Conn., while Lip-man is a real estate developer. . . . the Earl Van Horn Dance and Attorney Herman M. Levy, gen- Figure Skating Club. Special eral counsel, Theater Owners of classes for children have been re-elected secretary of the New other in the afternoon from Haven County (Conn.) Bar Asso- 3:30 to 5. ciation. . . . Longhorn Drive-In, Austin, Tex., has announced a new full of patrons. A new wide pano- for women, will be given away as schedule. In addition to events Tex., has arranged for rebuilding the screen tower to enable him to show 3-D and wide screen panoshow 3-D and wide screen panoramic pictures. . . . The 300-car Dona-Lin Drive-In has been opened at Loraine, Tex., by Mr. and Mrs. Percy Bond. . . . The Surf and Tradewind Drive-In theaters. Freeport, Tex., have increased admission prices. This is in line with the other drive-in theaters thruout South Texas.

519.50 PUTS YOU IN

We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss EARN BIG MONEY, Write. Southern Visual Film Monroe (Dept. BB), Memphis, Tenn.

MORRIS JEFRO, solo entertain- Grays Harbor, Wash., writes that ing dates in that area. "It's hard to do much with schools here, altho we have made a few," says Curley. "We have promoted three indoor fairs with moderate success and have taken on as many other dates as we could get. We are mulling a west-to-east trek, but we've got to have something that's beyond mere music and vaude. When we pick up a good novelty bill we will give it a rap and move toward Florida. It's also hard to get anyone who knows how to book such a tour because anyone who can do this probably has a show of his own." Curley infos that he had a good summer with an outdoor merchandise show

ever compiled.

'Vogues' Grosses 17G in Five Shows At Cedar Rapids

-With a gross of about \$17,000 directly from the street.

Opening with a matinee Sun-

Show was staged with 23 talented acts, including Ben Dova's swaying lamp-post; Guy Longpre, sailor antics; Collins and Holly, comedy musicians and Will Wallenborn, rubber-legged golfer.

Ducats were scaled from \$1.50 to \$2.75 with a few box seats

Mineola Starts

Continued from page 58

urday morning and matinees on all holidays.

Sunday morning figure and dance skating classes, under the direction of Jean Van Horn, Mar-garet Hanford, and June and Wal-ter Bickmeyer, all former U. S. champions, are under way. From America, and executive secretary inaugurated on Wednesdays at a of the Motion Picture Theater price of 75 cents. One is held in Owners of Connecticut, has been the morning from 9:30 to 11; the

Wednesday (25) the rink observes its annual Turkey Night. low price of 60 cents for each car Ten birds, five for men and five ramic screen has been installed at door prizes. The awards will be the drive-in. . . . Tommy Hall, of made on a lucky number basis. Horseshoe Drive-In, Print Rock, Saturday morning (21) the rink a costume contest.

Comic Grosses \$3,600

REGINA, Sask., Nov. 14.-Scottish comedian Alec Finlay attracted 1,620 customers to Exhibition Auditorium here recently for a one-day gross of \$3,637. Tickets sold at \$2.50, \$2 and \$1.50.

Finlay, making his second appearance in the city, was brought here by George Crawford, of Regina. Unit included Will Starr, Plans to install an artificial ice accordion; Evelyn Holmes, so- plant in the Coleman Arena have prano; Alfred Lowe, baritone; Rita Andre, vocals and comedienne; Jimmy Burns, piano, and Neil Kirk, emsee.

The Final Curtain

AMBROSE-Fred, 75, high diver and ballonist, at Carthage, Mo., October 30. He made his first dive at the opening of Lakeside Park in 1896. His highest dive was 105 feet into a net. He rode horses, which made 40-foot leaps. Survived by one son, Willard, of Carthage, and a sister.

BADER-Gershom,

85, author and playwright, November 11 at Beth Israel Hospital, New York, following a brief illness. He was born in Cracow, Poland, the son of a writer, Isaac Moses Bader. In 1894 he settled in Lvov, Austria, and around 1900 founded the Tagblat, first Yiddish daily newspaper in Austria. He was a prolific writer in Hebrew, Yiddish, Polish and German. His stage works, produced in Yiddish theaters here and abroad, included "In the Cellar," having a New York tenement locale, and "The Rabbi's Melody," an operetta. For many years he was a feature writer for The Jewish Morning Journal in New York. At his death he was honorary vice-president of the Polish Jews in America. Survived by his second wife, Jennie; two sons, three daughters and seven grandchildren.

BLAD-Augusta, 82, prominent Danish actress, in Copenhagen November, 9. She joined the company of Copenhagen's Royal Theater in 1892 and made her final appearance there in 1950, when she retired.

BRAY-Charles Doring, 87, former manager of a theater in the Old Opera House, Florence, S. C., November 10 at his home there. He had been in declining health for several years. Survived by his widow, a son and a

Times Asks

Continued from page 58

655 booths were individually lighted. It was planned to string more overhead lights for future stagings of the event.

Hotel Show Success

Robert Huyot, chairman of the exposition and president of the Hotel Carlisle, said the attendance of 50,000 was not a record, but was the highest post-World War II figure. Exposition officials and exhibitors were pleased with the one-floor arrangement in the drill CEDAR RAPIDS, Ia., Nov. 14. hall, as heavy equipment can be trucked into the exhibit floor

The proposed Convention Hall at Columbus Circle will bring more than \$50 million a year to the city in increased travel business, the city's Convention and Visitors Bureau estimates. The compared with the 180,000 feet in Kingsbridge's hall and the 40,000 feet in Madison Square Garden.

South Texas

• Continued from page 58

Contests in the Southern area are held the second weekend and in the North the third weekend of each month.

Rinks represented at the November meet at Rainbow included: Rainbow, Gateway and Kelley's, Houston; Kay and Jay and Playland, Beaumont; St. Marys and Midtown, San Antonio; Pevito, Port Arthur, and one rink at Corpus Christi.

Rainbow rink won first place in the dance, figure and diaper contest and extended the lead it enjoyed prior to this meet.

Total attendance exceeded 1,000. Many were turned away for lack of spectator space. Neighborhood newspapers and Boy Scouts proved effective publicity mediums. December Southern division contest will be held in San Antonio.

Oakland Signs

Continued from page 58

tor of the auditorium buildings, announced the holiday month's with Christmas connections are 21 regular bookings, bringing the listings to 36.

Christmas business opens with two performances of "The Messiah," and two days of city recreation department pageants. City departmental holiday parties include those of the civil service employees and park department employees.

Most of the parties are those booked by commercial and business organizations for their employees.

Ice Plan Thaws

COLEMAN, Alta., Nov. 14 .been shelved because coal mines in the area have been working on slack time. It was felt the time was not right to seek the necessary funds.

CANTRELL-Gerald Lee (Jerry),

13, at Tampa Hospital, Tampa, Novmeber 2 of a brain tumor. The only child of Mr. and Mrs. Fred Cantrell, wellknown carnival people, he was born on the midway of the Royal American Shows. Burial in Sweetwater, Tenn.

CARTER-James E., 75, veteran operator of outdoor shows. recently in a Big Rapids, Mich., hospital.

(Details in Outdoor section.) CLARK-W. G. (Bill),

electrician on the 20th Century Shows, in Tulsa, Okla., recently.

CLARK-James A.,

39, president of Clark Enterprises, Inc., operator of the Ford-Wyoming Drive-In at Dearborn, Mich., November 9 in De-troit. Survived by his widow, Lucille; two children, James Jr. and Constance, and two brothers associated with him in the theater operation, Harold S. and Clyde W. Interment in Cadillac Memorial Gardens, Detroit.

GRANGE-Ina F ...

voice coach and accompanist to concert singers, November 11 of a heart attack in New York. Among artist whom she accompanied professionally were Tito Ruffo, Antonio Scotti, Armand Tokotyan, Rose Low, Stephen Kennedy and Anna Pitziu. She was a member of the American Theater Wing and the New York Singing Teachers' Association. A brother, Leo Grange, of Lowel, Ind., survives.

HANNEFORD-Mrs. Elizabeth,

83, mother of George and Poodles Hanneford and Mrs. Ernest Clarke, November 4 in North Hollywood, Calif. Survived by, in addition to her two sons and a daughter, five grandchildren and a great granddaughter. (See Circus department for details.)

IRBY-Lec.

sports director at WBT-WBTV, Charlotte, N. C., November 6 there. A popular Southern radio-TV personality, he began broadcasting at KABC, San Antonio, moving to WBT in 1936. He was the winner of the N. W. Ayer Award in 1946 for the best broadcast reporting of college and professional football in the nation. His widow and two children

KALMAN-Emmerich.

71, Hungarian composer of Viennese operettas, in Paris October 30. In Europe he was rated as superior to the famous trio of Austro-Hungarian operetta composers of his epoch, Franz Lehar, Leo Fall and Oscar Straus. Among his many hits were "Princess Czardas," "Countess Maritza," "The Duchess From Chicago,"
"Circus Princess" and "Violin From
Montmartre." The last two are still popular in Scandinavia. For a time he re sided in America but returned to Paris where he recently devoted his efforts to writing song numbers and music for film productions.

KEYSER-John Thomas,

65, an associate director of the Saskatoon Ehibition board for many years, at Saskatoon, Sask., November 1. Survived by his widow, one son and one daughter. Burial was in Woodlawn cemetery, Saskatoon.

TERRY KING

Passed away January 28, 1949. Darling, you are always in our hearts and thoughts. MRS. FAY MARCOTTE

KNAPP-Bertha Bright,

54, vocalist, November 10 in Detroit. Her career included a royal performance at the Princess Theater, London, in 1919 before the then King and Queen of England. Survived by two children, Daniel J. and David B.

UBIN-Jacob H.,

79, veteran theater man who for many years headed the vaudeville booking office of the Loew's circuit, November 8 in New York. He began as manager of the old Miner's Eighth Avenue Theater, a vaude-burly house, and joined Loew's in 1909. He retired from the organization in 1935. A daughter and a sister survive.

MORSE-Mrs. Alreda Theodora Strandberg, 70, lyric writer of such popular songs as "Three o'Clock in the Morning," "My Wonderful One," "Siboney," "Baby Your Mother" and "Hail, Hail the Gang's All Here," November 10 in White Plains, N. Y. She began song writing at the age of 14 with "Little Girlie I Love You." In an attempt to sell it, she met Theodore Morse, a songwriter of such hits as "Dear Old Girl," "Mother," "M Is for the Million Things She Gave Me" and "Good-Bye, My Bluebell," with whom she later wrote songs and eventually married. Both were charter members of the American Society of Composers, Authors and Publishers. She was also

Marriages

Bennie Gibson, catcher for the Flying Valentines, and LaNeva Gibson October

31 in Houston. She was his former wife. PARSONS-BOWMAN-Weldon Wayne Parsons, manager of the

Broadway-Capitol Theater, Detroit, and Claire Bowman, former night club per-

former, in Detroit October 31. STACK-WALKER-

Honey Lee Walker, girl show owner, and Dick Stack, legal adjuster and concessionaire, in Sumter, S. C., November 6.

Divorces

BIRNS-

Estere Ruben Birns, writer, from Marvin Birns October 29 in East Liverpool, O.

known as Dorothy Terriss, Dolly Morse, Theodora Morse and D. A. Esrom (reverse of her last name); had also headed the manuscript department of Leo Peist, Inc., New York music publishers. Formerly she and her husband operated the music firm of Theodore and Theodora Morse. A daughter and a sister -

PARINE-Robert,

28, general manager of drive-in theater concessions for Confection Cabinet Corporation, Detroit, November 6. Survived by his widow, Helen; a daughter, Sharon, and a brother, Robert, who is manager of the Gratiot Drive-In. Interment in Mount Olivet Cemetery, Detroit.

PEDERSEN-Carl,

83, Danish mimic, in Copenhagen October 29. Starting his pro stage career at 34, he played the role of "Pierrot" in the pantomimes in Tivoli until he reached the age of 80, missing only one day in his 45 seasons there.

RAMAGOSA—Sebastian B., 56, ride manufacturer, promoter and

concession operator, of Wildwood, N. J., November 8 in Burdette Tomlin Memorial Hospital, Cape May Court House, N. J. (Details in Outdoor section.) REINOEHL-Clarence (Ike),

58, who operated confectionary concessions at Michigan fairs in recent years, in Mascotte, Fla., from a heart ailment. Survived by his widow and a son, Randy Michael. Services November 5 in Leonidas, Mich.

RICCARDI-A. Rex.

52, first assistant to James C. Petrillo, president of the American Federation of Musicians, November 11 at Memorial Hospital, New York. (See Music department for details.)

TOTTEN-Edyth.

68, retired actress, former stage producer and theater operator and president of the Drama-Comedy Club, November 12 at City Hospital, New York. In 1917 Miss Totten formed the Drama-Comedy Club, an organization of non-professional women interested in the theater. It became the largest organization of its kind in the country. In 1927 the club opened its own theater, named after the founder, at 48th Street and Eighth Avenue. The theater, however, never succeeded. A series of plays presented by Miss Totten was blasted by the critics. In 1929, following bankruptcy proceedings, it be-came a move house. There are no immediate survivors.

VAN AMBURGH-Frank L.,

67, musician, November 11. He was a trombonist with the Detroit Symphony Orchestra from 1914 to 1942 and was for 14 years personnel manager of the orchestra. He was also personnel manager of the Detroit Civic Light Opera Orchestra for a time. Interment in Woodmere Cemetery.

WILLMAN-James F.,

64, former director of the Blackford (Ind.) County Pair for 14 years, November 6 from a heart attack in Hartford City. Ind. He was formerly associated with the Gooding Amusement Company, Tipton Amusement Company, Tommy Thomas, Tom Baker and Paul Drago. He retired from outdoor show business in 1950 due to a diabetic condition. Willman also served as manager of the Indiana State Fairgrounds, Indianapolis, during the administration of M. Clifford Townsend. Survived by his widow.

YOUNG-Blaine A., October 13 at Greeley, Colo., from a blood clot resulting after a leg amputation. Survived by a son, Larry, also of

Births

BAZINET-

A son, William Lowell, to Mr. and Mrs. Dwight Bazinet, well-known carnival people, November 3 in St. Joseph's Hospital, Hot Springs, Ark.

BLAKE-

A son, George III, to Mr. and Mrs. George W. Blake Jr. November 5 in Phoenix, Ariz. Pather is secretary-manager of the Arizona State Fair.

A daughter, Lola Marie, to Mr. and Mrs. Eddie Burke October 26 in San Francisco. Father is former booking agent and past president of Show Folks of

DALE-

A son, John Edward, November 9 in Bethesda Hospital, Cincinnati, to Mr. and Mrs. Rex Dale. Father is a disk jockey at WCKY, Cincinnati.

A daughter, Teresa Ruth, to Mr. and Mrs. Eddie Elkort November 9 in New York. Father is vice-president of Lew & Leslie Grade, Ltd.; mother is Lillian Cavell, former singer and now personal

A daughter, Tara Irene, to Mr. and Mrs. J. J. McCoy November 1 in New York. Mother is legit actress Barbara McCoy. Father is a non-pro.

MOREELL-

A girl, Katherine Ann, to Mr. and Mrs. Larry Morrell October 27 in Fort Worth. Pather is a staff announcer at WBAP-AM-TV.

A daughter, Melante Lynn, November 7 to Mr. and Mrs. L. E. Pope in Long Beach, Calif. The Popes are carnival troupers. Mrs. Pope is the daughter of

Mr. and Mrs. Jimmle Dunn.

ROSEN-

To Mr. and Mrs. Herbert Rosen a son, Mark Elliott, recently in Detroit. Pather is with Confection Cabinet Corporation, theater and vending machine concessionaires, and is a son of Ben Rosen, general manager of the firm.

A daughter, Kimberley Nell, to Mr. and Mrs. Jimmie Troy October 28. Pather is presently playing circus dates for Orrin

\$150,000 LOSS

Storm-Tossed Buoy **Batters Steel Pier**

14.—An estimated \$150,000 loss section, including dressing rooms, was suffered by the George A. Hamid organization as a result of Hamid said the re-building would last week-end's storm. Cause of offer a chance for physical the loss was a runaway 600- changes at the pier's end. pound buoy which lodged in the Steel Pier pilings, battering the extended out 150 feet over water supports and bringing down 200 to the stage, the pier will be ex-feet of the structure. Hamid said tended for that distance, right up the destroyed portion was un- to the stage. The space between insured. "We couldn't get cover- audience and stage had been used age against sea damage to any-thing a half-mile offshore," he added, "so we'll just have to grin this feature would probably be and bear it."

the height of the storm, and accommodate the water sports.

· ATLANTIC CITY, N. J., Nov. | brought down the entire stadium tanks for the diving horse act, platforms, and acrobatic rigging.

In place of the catwalk which eliminated from future shows. The buoy crashed into the end Instead, he said, the horse tank of the pier early Saturday (7) at would probably be enlarged to



BOOKERS REACH FOR ASPIRIN

Video Makes 'Experts' Out Of Outdoor Talent Buyers

Continued from page 1

comraderie of the past-when he was the sole authority and his some of its shading with the tuning of the television dials.

While the hotel and club booker among the other hinterland operators concerned with the purchase of talent thruout the year created problems for the indoor booker because of their use of television for their private auditioning purposes, the outdoor booker BAGS 'EM ALL is facing infinitely greater problems because he is dealing, for the most part, with individuals who have little basic knowledge about talent to begin with. His prospects are made up of the professional men of the community, the merchants and farmers, all of whom greatly enjoy the opportunity to discuss and choose talent.

Home Pressure.

The fair director is often armed with impossible requests and spurred on by mother, junior and sis, who were panicked by the appearance of an act on television days, weeks or months ago. To meet with the buyer in his own bailiwick under such circumstances could be difficult. At the State fair meetings, where he is separated from his family, the situation is somewhat improved.

George A. Hamid, a principal outdoor booker, is one authority who says that it now takes two or three times as long to sell a program as it did before the growth ation, had provided three days of of television. The buyer now has racing. Events staged by Wink-ness, he had been associated with to be convinced that the acts he ley are under the sanction the Con T. Kennedy and K. G. to be convinced that the acts he buys are fully as good as the similar turns he has viewed on his home screen. If they perhaps are not he must be informed and contract here, Winkley said that convinced of the price differential. If the offered acts are better -as they often are—it is unlikely that the buyer will be convinced stock car events to be alternated. until sight of the acts and the Big car program will be topped resounding success of his grandstand show has convinced him.

The ambitious fairman who knows what he likes in entertainment and would like to add it to his program after seeing samples on television has to be shown that his budget for acts is in no way comparable to that of the video shows. When informed on what some of the talent he pines for is paid for their single shot video appearances, he can come close to choking on the agent's steak.

Many Problems

The problems of dates and routes, a serious factor in the scheduling of talent, must be gone over in detail. It is often necesparticular act, which seemed sensational on television, wouldn't do half as well on the open-air circuits where the staging facilities usually are in no way comparable.

television, feeling that the video screenings will help to sell the erators were reluctant to invest public on seeing these same at- in new units. Consequently, the with the same old units year after

others to whom a video appear- in booking such talent at outdoor ance is likened to the kiss of events. The interest is considerword was his bond - has lost death. They believe that their ably lessened when the wishful talent should be kept under thinkers are made aware of the wraps - that video appearances cost factor. Hamid says that fairs kill the public's interest in paying are on the sucker lists of nameto see them in person.

of the nation's top show business names on television seems to

Winkley Sets 8 Race Days At St. Paul

ST. PAUL, Nov. 14.—All eight days of automobile racing at the 1954 Minnesota State Fair here will be staged by Frank Winkley as a result of fair board action Friday (13).

The contract calls for Winkley, who formerly supplied five full James Elmer Carter, 75, a veteran days of racing here, to provide of 60 years in outdoor show busifive afternoons of big car races ness, died here recently following and three of stock car races.

In recent years Sam Nunis, promoter of racing sanctioned by the American Automobile Associ-Contest Association.

After being awarded the the eight days of racing will be varied, with long distance events and sprints in both big car and by a 200-lap race on the half- Florence, and a son, James E. mile track.

the unhappy feeling that the old tractions in person. There are have engendered a new interest selling agencies. Fees of more In some quarters the lavish use than \$5,000 a day have been charged for appearances of topflight singles. In his opinion they rarely justify their cost.

> The outdoor booker has faced up to a smattering of television controlled buying almost from the beginning, but it wasn't until this year that the medium has spread to the point where it encompasses virtually all areas. This booking season, even now underway, may result in more difficult situations, many bookers believe.

James Carter, Vet Showman, Passes at 75

BIG RAPIDS, Mich., Nov. 14.an illness of several weeks.

He had operated his own dramatic show under canvas until a few weeks before his death. During his lifetime in the business, he had been associated with the International Motor Barkoot shows, Ringling Bros. Circus, Adkin's Dog and Pony Show, Tiger Bill's Wild West Show, Lewis Bros.' Circus and the F. C. Fisher and Son Circus. Prior to World War I, Carter had operated his own Uncle Tom's Cabin unit.

> He is survived by his widow, Carter Jr.



AS THE contest sponsored by the Showmen's League of America to pick "Miss Outdoor Show Business" enters the final stretch, contest committees meet often. Top photo shows three members of the four-man group in charge of the contest, Ned Torti (left), Al Sweeney (center) and Harry Duncan. Auditing committee, Nat Green (left), George Johnson (center) and Charlie Zemater, is shown in bottom picture.

Portable Rotor Set For '54 Operations

LONG BEACH, Calif., Nov. 14. -The first two portable Rotor rides ever made are in production here with one set to be completed and operating by early spring, Mason E. Kight and L. P. (Pat) Murphy, who own the exclusive rights to manufacture and operate the devices in the United States, announced. Associated with them are Elmer and Curtis Velare, veteran showmen, ride designers and builders.

The group plan to both build and operate the Rotors in this country under the Ernst Hoffmeister patent. Hoffmeister made the first rides in Europe and three stationary devices are located at Riverview Park, Chicago, Whitney's Playland at the Beach, San Francisco, and on the Nu-Pike here. Kight is president of the Long Beach Amusement Company and Murphy is its general manager. Firm operates in addition to Nu-Pike, Virginia Park, which it acquired last

Manufacture of movable Rotors was delayed until "certain legal matters" could be clarified. Claims to Rotor rights were made by persons in Germany, England and the United States.

Elmer Velare, who is directing the building of the rides, said that the portable Rotors would not be sold but operated by company in which the four are interested. Plans are being de-veloped to make the rides available for permanent locations.

Details Rides

Elmer Velare described the centrifugal ride being made at 40 feet high with a 70-foot front. It will be transported on two 32-foot semis with the mechanical equipment, including hydraulic lifts and rotation power, on one truck and accessories on the other. The first truck is designed to be wheeled into place as foundation. Six to eight hours is the estimated time for setting up and six hours for tearing down

Kight said that the front would be different from that used for the stationary devices, such as the one at Nu-Pike. He added that plenty of illumination would be utilized to flash up the device.

The local stationary Rotor, which made its local debut in July, 1952, is the biggest moneymaker at Nu-Pike. Since it began operation, more than 500,000 patrons have been accommodated at 30 cents each.

PALISADES HEAD OUTLINES NEED

Rosenthal Raps Operator Apathy For Dearth of New Major Rides

development of new rides was blamed this week on the apathy of operators by Irving Rosenthal,

parative lack of activity in the meager potential that falls far that such a static situation builds bring on new ideas and units.

Need is Constant

While there has been a flood of of the public. Rosenthal said there wasn't suf- for new major units. New units lett's Rodeo ride, designed to ler, Cincinnati, copping the ficient encouragement to tempt are always needed for the teen appeal to the cowboy urge of midget diadem. wits where the staging facilities small represent the staging facilities smally are in no way comment of capital in the building of ment of capital in the building of that the public is satiated with the last couple of years include that the public is satiated with the last couple of years include that the public is satiated with the last couple of years include that the public is satiated with the last couple of years include that the public is satiated with the last couple of years include the making. Bob Smith, vetally the same old offerings. Every the same old offerings are already to the last couple of years include that the public is satiated with the last couple of years include the making. Bob Smith, vetally the same old offerings. Every the same old offerings are already to the last couple of years include the same old offerings. Every the same old offerings are already to the last couple of years include the same old offerings. Every the same old offerings are already to the last couple of years include the same old offerings. Every the same old offerings are already to the last couple of years include the same old offerings. Every the same old offerings are already to the last couple of years include the last couple of year

NEW YORK, Nov. 14.-A com- builder could face up to only a year then it is logical to suppose short of the stimulation needed to up a good deal of consumer resistance which may even be an unconscious reaction on the part

CSRA Runs 49 Events

DAYTON, O., Nov. 14.-The Central States Racing Association has brought its '53 season to a close after operating a total of 49 big car and midget race meets at Midwestern fairs and still-date

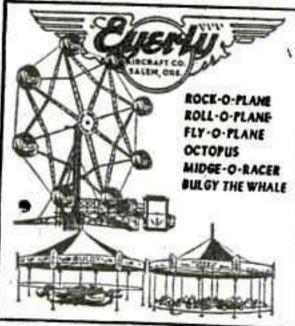
For the ninth straight year the organization has had no fatalisary to spend considerable time owner, with his brother Jack, of juvenile units in the postwar diagraming the reasons why a Palisades (N. J.) A musement years, Rosenthal said that it was Palisades acquiring a new major City, Ind., took top honors in the short-sighted to forget the need ride. Last season Norman Bart- big car division with Jess Chand-

amusement park must depend imported from Germany; the in- former United Press State chief











*WATER BOAT RIDE *WHIRL-A-ROUND *FERRIS WHEEL *LOCOMOTIVE TRAIN *ROCKET FIGHTER *CIRCUS RIDE *JET AEROPLANE *CHAIR-O-PLANE *ELEPHANT RIDE *TANK RIDE All our rides are complete, including fences, electric signs, ready to operate with no extra expense. Terms arranged, lilius, circular drag

STANDARD KIDDIE RIDES MANUFACTURING CO. 201 E. Broadway, Long Beach, L.I.; N. Y. Phones: LOng Beach 6-7361 and 6-5594

RIDE DESIGN WANTED

Responsible and established Manufacturer will buy or manufacture on a royalty basis small Major Ride. Write

BOX D-85

c/o The Billboard Cincinnati 22, O.

JOHN BUNDY

President & General Manager YOUNG-BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY 806 St. Louis Ave., East St. Louis, III. Phone: Bridge 5313

ED MURPHY

Showmen's Representative Several Makes and Models of

NEW AND USED TRUCKS AND TRAILERS

"Special Finance Plan for Showmen" See Us for a Good Deal on a NEW OR USED CAR

Operator, Dies

WILDWOOD, N. J., Nov. 14 .-Sebastian B. Ramagosa, who numbered concessions, race horses, buses, ride manufacturing, and a newspaper, among his many business interests, died Sunday night (8) in Burdette Tomlin Memorial Hospital, Cape May Court House, after a cere-bral hemorrhage. Mr. Ramagosa, who came to Wildwood when he was 17 to open a small boardwalk store, operated 76 separate enterprises at the time of his death at the age of 56.

Mr. Ramagosa was a native of Philadelphia, and made his home in recent years at his estate in Milford, Pa. He was credited with bringing dance marathons to the East in the 1930's. He promoted more than 100 of them thruout the country, and employed many entertainers who went on to stage and screen success, among them Red Skelton, Frankie Lane, and June Havoc.

Mr. Ramagosa's ownings in-cluded the Casino Arcade on the Boardwalk, Sportland in North Wildwood, several rides in Cape May; the Five-Mile Beach Traction Company, which operates the island's buses; a racing stable, part interest in the weekly Wildwood Independent Record, and this past season manufactured and sold the kiddie Toonerville Trolley rides. He also owned and operated a tractor-type multiunit trailer at Wildwood and a number of fairs, among them the Eastern States Exposition in West

City Council his plans to build a same anger of the Utah State Fair, Salt Lake City, is secretary. Plans for entertaining the and a brother, Dr. Samuel Ramagosa, of Philadelphia.

HOLTER'S '54 PLANS

the racing ostriches pulling sul-

kies, plans to offer a full 90-

minute show for fairs, exposition

and sportsmen's shows next year.

Sharing equal billing with his ostriches will be camel races.

Holter returned here recently

route included nine fairs of which

the banner one was the Kentucky

trich vs. horse in a match race.

of the most successful seasons in

their history, Sweeney declared

here this week in reviewing the

"We staged 65 days of speed

other four motorcycle races," he

Strong Advance

credited strong publicity and pro-

motional efforts for the excellent

business. "While other type at-

The silver-thatched Sweeney

races, 16 stock car races and the good."

year's operation.

SPEED EVENTS PULL

State Fair in Louisville.

Will Add Camel Races

For 90-Minute Show

ANAHEIM, Calif., Nov. 14.— bird winning more than 75 per Gene Holter, who has featured cent of the heats.

from a coast-to-coast tour that initial ones from the old Los

took him from the State to New Angeles Ostrich Farm. The birds

York and into Canada, where he are not raced until they are at

tate Fair in Louisville.

In the line-up for the packaged Ana, Calif., which he played for

show are performing apes, box- the third year and the other two

ing kangaroo, polo played on shortly after the Kentucky State donkeys and zebras, the Zonkey, Fair date. The birds are fragile,

which is believed to be the only he declared, and are transported

half donkey and half zebra in a padded and insulated semi shown; racing cheetah, and os- truck.

The latter attraction was featured Chicago outdoor convention and on some dates this year with the will stop at the Hotel Sherman.

Sweeney-White Season

CHICAGO, Nov. 14.—National tractions fell off, auto races at Speedways (Al Sweeney and most fairs drew larger crowds or

Gaylord White) experienced one crowds that held level with '52,

events. Of those, 45 were big car would not have been nearly as

said. "And even the the drought White plan to enlarge their pro-

and poor crop conditions cut into motional staff next year. From

our late season dates, we finished peak strength of 12 this year, the crew will be increased to 14, he

One of Best for Combo

played the Sportsmen's show. His least two years old.

S. B. Ramagosa, Phoenix Fair Pulls 167,225 in Six Days

New Fee Grandstand Policy, **Hiked Admission Rate Clicks**

By SAM ABBOTT

THE BILLBOARD ...

PHOENIX, Ariz., Nov. 14 .-The weatherman was on the side of the Arizona State Fair, particularly for the first six of its 10day run which ends tomorrow. A total of 167,225 came thru the gates in that period.

Much of the increased patronage was attributed to the annual's new admission policy which boosted the gate tab but took all charges off the grandstand record, the fair rolled ahead of was 75 cents, a 15-cent hike from year pulled only 37,835.

Opening Friday (6) with its ing went by the boards in this annual Kids' Day, the fair pulled area this week. Only govern-45,921 to set an opening day record, its second best day on

Sked Meeting

Women's Affiliate Association, made up of feminnie fair executives and fairmen's wives, will hold its annual luncheon meeting in the Hotel Sherman featured on the long midway. here at noon Monday (30).

secretary of the Nebraska State Springfield, Mass.

Mr. Ramagosa was stricken
Friday afternoon (6) while explaining to the North Wildwood

City Council bis place to build a strick of the meeting, to be held in Room 110.

Mrs. J. A. Theobald, wife of the

vived by his widow, Annette; his women during the convention sons Gilbert, James, and William, will be discussed and several tours and points of interest will

Holter got the idea to present

his racing ostriches while recu-

perating from a broken leg suf-

fered in a rodeo. He read in a

comic book that African natives

rode ostriches. Later he studied

up on the birds and bought the

On the 1953 tour, Holter lost

three birds. One died following

Holter leaves soon for the

and this was quite an achieve-

ment in the light of changed conditions," he pointed out. "Without strong publicity and

promotion, however, our crowds

Sweeney disclosed that he and

crew will be increased to 14, he

Only Two Rain-Outs

marred the '52 season, 'Sweeney

Only two complete rain-outs

(Continued on page 70)

IAFE Ladies

CHICAGO, Nov. 14.—The Fair pect for the fair if they paid.

be recommended.

record. The record was last year -Armistice Day-when the turnstiles clicked 54,582 times. However, the complacent observance of the ending of World War I this year put a crimp in the admissions with only 37,835 sold. The attractions both years was National Championship AAA Big Car Races.

with the exception of the 100- 1952 for the first three days. mile AAA championship big car Armistice Day was Tuesday in auto race. The new gate charge 1952, but the same "holiday" this

Observance of the truce signmental offices were closed whereas last year there was a general business closing.

George W. Blake, secretarymanager, inaugurated the new admission policy with a 15-cent increase on adult tickets. He also instituted a 10-cent admission charge for kids on opening day. Following that, the kid price was 25 cents. Blake said that he felt the moppets had more res-

For the seventh consecutive year, Crafts Exposition Shows, owned by Orville N. Crafts and managed by Roger Warren, were The show featured 20 major and Mrs. Edwin Schultz, wife of the 12 kid rides, 10 shows and about 100 concessions. Crafts reported that opening day was the largest start he had ever had at the spot.

Commercial exhibits hit a new high this year with the fair using the Crafts big top which was (Continued on page 70)

MAKE \$100.00 A DAY On Candy Floss



ELECTRIC CANDY FLOSS MACHINE CO. Nashville 4, Tenn.



GET THE FACTS about Schult mobile homes. Write or wire Dept. 0211.

Elkhart, Indiana

TABLES & STEEL OR WOOD

Folding or Non-Folding Prompt delivery. Minimum order 4 dez. Ask for prices, tell number needed. ADIRONDACK CHAIR CO. 1140 B'way, N.Y. (27 St.), Dept. Y-38, MU 3-1385





KIDDIE RIDES: SKY FIGHTER BUGGY RIDE . JEEP RIDE . LITTLE DIPPER . AUTO RIDE . TANK RIDE . MERRY-GO-ROUND . BOAT RIDE.

MAJOR RIDES: CATERPILLAR MOON ROCKET . CARROUSELS HURRICANE WHIZ-BANG LOOPER

ALLAN Herschell NORTH TONAWANDA, N.Y.

MOBILE CONCESSIONS

Next week when you're in Chlcago . . . in the time you've allotted to find out about Mobile Concession Units . . . be sure

WAterfall 8-2212

CALUMET COACH COMPANY

11575 S. Wabash Avenue

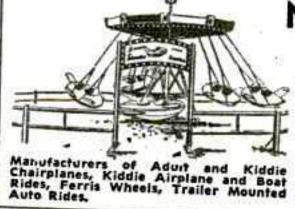
Chicago 14, Illinois

ADVERTISING IN THE BILLBOARD SINCE 1904 CASH WITH ORDER PRICES --10M \$12.60 - ADDITIONAL 10M's SAME ORDER, \$2.0 Above prices for any wording change of color only, add \$1.50.

EACH ADDITIONAL ROLL SAME ORDER AT 750 PER ROLL

WELDON, WILLIAMS & LICK

FORT SMITH, ARKANSAS



NEW! Lightweight KIDDIE PLANE RIDE!

* NEW REINFORCED FIBER GLASS PLANES

PUSH BUTTON

* STURDY CON-STRUCTION

* FLUID DRIVE



The TVIT-A-WH(RL Ride



* Good Looking * Well Built

and what a

Farabault, Minnesota

SELLA

* Good Quality * Economical * Repeater !! MFG. CO.

"Best Buy in Rides Today" * Very Popular and Profitable

SOMETHING FOR EVERYBODY

The LARGEST SHOW in 35 Years!

To Outdoor Showmen Everywhere . . .

You Are ALL Invited to the

35th ANNUAL CONVENTION

OUTDOOR AMUSEMENT EXPOSITION

CHICAGO, ILLINOIS HOTEL SHERMAN

November 29-30, December 1 & 2, 1953

161 EXHIBITS 3 BIG PROGRAM SESSIONS* 3 Pool & Beach Program Sessions

See—Inspect—Test

The Latest in

- Amusement Devices
- Equipment
- Games
- Merchandise

*Meetings Open to Members and Guests Only.

Sponsored by

Services

NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES

For Complete Details Contact

Paul H. Huedepohl, Executive Secretary Chicago 1, Illinois 203 N. Wabash, Suite 1312

Phone: RAndolph 6-5046

OTICKETS

SPECIAL PRINTED ROLL TICKETS. 10,000 . . \$11.10 OR FOLDED MACHINE TICKETS . . . 100,000 . . \$34.50

Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

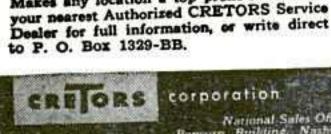
New York Office-1564 Broadway, Palace Theatre Bldg. (Shamokin-Phone: 8-6803) Plaza 7-1426

NATIONAL TICKET CO. SHAMOKIN, PA.

Popcorn PROFITS

CRETORS Giant MODEL 41 POPPING UNIT

Pops 2 lbs. of raw corn per charge. Burns Natural, Manufactured, or Bottled Gas (Gasoline equipment optional at extra cost). Makes any location a top profit-earner. See your nearest Authorized CRETORS Service Dealer for full information, or write direct



National Sales Offices: Popour Building Nashville Tenn.

CRETORS Popcorn Machines Have Been Built in Chicago, III. by Skilled Craftsmen Since 1885

MACHINE-MADE COTTON CANDY CONES

Here's good news for the Floss Operator—now we can let you have all the machine-made Cotton Candy Cones you need. Packed 4,000 to the carton, price \$15.00 per carton, immediate delivery. Stocked by leading Concession Supply Jobbers

everywhere. Don't get caught short on your Fair dates—always carry a few cartons on hand and be ready for the Big Ones. Samples sent upon request or better still, get your

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

Dressing Room Gossip

Ringling-Barnum

The tour thru the South is giving us cold nights. We had rain in New Orleans and our last show, Sunday night, was cancelled. Many visitors were around the lot. Our lot at Biloxi was again at the Keesler Air Force Base and the majority of our audience was Air Force personnel. Lots of bonfires and heavy overcoats are the order of the day and we are all anxious to hit Florida.

Pinito del Oro and Juan celebrated their wedding anniversary with a party which was also a celebration of Pinito's birthday on the same day. Frankie Saluto and Cecile Ollach celebrated birthdays this past week. Congratulations to Gretel Bokara and Hans Wolgefahrt, who were married during our New Orleans stand. A number of show people attended.

We are all glad to see Tell Teigen back at work in his high pole act. Phyllis Nystrom has rejoined the show and will soon be able to work again. Mara's husband has returned to the show and reports that Mara is getting along well and hopes to rejoin before the close of the

Visitors: Jack Leontini, Margie and Joe Geiger; Ala, Sonja, Ted-dy and Dick Frisk; Elly Ardelty and husband; Jerry Wilson and son; Jimmy Harrington, Joan and Eldon Day; Bebe and Joe Seigrist; Bones Brown, Al and Betty Flair; Eddie Milam, Karl and Conchita Erickson; Mel Henry, Wyatt Davies, Elmo De Avett, Capt. Bill Curtis, Bozo Lamont and wife; Hans Lederer, Slivers and Jo Madison, Santos Glorioso, Bonnie Kernan and Hilda Burkhart.-MARY JANE MILLER.

Polack Western

Henry Barrett promoted the Oklahoma City engagement. Ed Raymond, The Sherman Brothers, Dennis Stevens, Harry Dann and John Siems gave a special hospital show. Pink and June Madison have a new truck painted to match their trailer. Don Hopes drove it from Los Angeles and stayed over a few days.

The Ward-Bell girls are busy with new wardrobe. Even Lum Wong was made a member of the sewing circle. Sam Steffen joined as drummer for Bee Carsey's band. Mayme Ward is busy designing new show wardrobe. The first cold spell of the season had everyone digging into trunks for winter wear.

Recent visitors: Earl and Hattie Shipley, Nellie Vaughn, Viola McLeod, Ray Gerhardt, Vincent Lee, Ray Joyce, the Goetschi Brothers; Bess, Gale and Randy Turner; A. Morton Smith, Frankie Schmitz and Jack Ogel.—HARRY D. DANN.

Kelly-Miller

Co-Owner Kelly Miller gave a party for all personnel at his new home at the Hugo, Okla., winter quarters Tuesday (3). This followed the 170-mile home-run from Atlanta, Tex., longest jump of the season. Obert and Mary Miller, Henry (Tommy) Thompson, A. L. (Tommy) and Sylvia Thompson, Fred and Shirley Logan, Shorty Wells, Hartsel Wells, Lou Walton, Larry and Mary Carrolton and Joe Wright are among those Kelly-Miller people who bought new cars or trailers as the season closed.

Tommy and Red Bentley went to Dallas. Fred and Shirley Logan and Grace McIntosh left for the Wichita and Kansas City Shrine dates. Tommy and Sylvia Thompson are readying their school show.—A. L. THOMPSON.

Polack Eastern

The show closes Monday (16) at Philadelphia and destinations are reported as follows:

Nat and Harriet Lewis, Acapulco, Mexico; Bessie Polack, Chicago and Los Angeles; Fred and Betty Proper, Elsberry, Mo.; George and Ruby Cutshall, Houston and Clovis, N. M.; Al (Ironhead) Perry, Sparrow Hospital, Lansing, Mich.; Henry Kyes, Sarasota; Gene Randow, Jac.: Klipple and Larry Benner, Evansville, Ind., and Chicago; Rusty Benson, Peoria, Ill.; Karl Brothers, Chicago; Al Ackerman, Wayzata, Minn.; Harold Conn, Bay City, Mich.; Laurence Cross, (Continued on page 70)

King-Cristiani

Everyone is looking forward to a little warmth and sunshine in Florida. Buddy Geiss discarded his electric fan in the calliope and installed an electric heater. Much new wardrobe is in evidence. Everyone is looking forward to our engagement in Sarasota. It will be a great two days there, with Sunday given over to social activities. Parties and homecomings have been planned, topped by a big party for the entire show in the Tropical Club.

Red Dingler is congratulated on his beautiful art work on some of the parade wagons and cages. New paint is in evidence everywhere and the casual visitor would never believe what a hard season this show had.

The Arnold Maleys and the Floyd Kings were hosts to relatives and friends recently when we played in the vicinity of their childhood homes.

Steve Fanning was injured in the elephant act recently when a lead bull, slipped off a tub and on top of him. The quick work of June Cristiani, who works in the act, probably saved his life.

Jack Arnt, banner painter, is earning his money this week-160 banners is the total for Sarasota. Leroy, staff table waiter in Napoleon Reed's cookhouse, enjoyed a visit with his mother and family in his home town-Jackson, Miss.

Ann Dingler is now working in the office wagon. Fred and Ortans Canestrelli have received their new rollo bollo pedestal. Harry Rooks' Liberty act is getting applause and his finish with the hind leg walking horse is sensational.

Recent visitors: R. E. McAfee, Covington, Ga.; Charles Under-wood, Macon; Charley Blaum, and Ted Bryant, Columbus, Ga.; T. C. Morrison and other members of the Silas Green Minstrel advance; and Paul M. Conaway shows' attorney.-COL. HARRY THOMAS.

Ring Bros.

At Aliceville, Ala., the personnel conducted memorial services at the cemetery for Franco Richards Sr., father of the show owner. The Rev. W. C. Cook, of Aliceville, took part.

Chilly weather brought out heavy coats and jackets. Fire pots in the back yard are a favorite gathering place, as is Joe Smiga's coffee shop. Red Hafford and his crew have the show up on time despite longer jumps. Doc Phillips, former concessionaire, visited while en route to Texas. The Miller brothers of Fort Weare, Tenn.; Frankie Lou Woods and Alice Littleton, aerialists, were among the recent

Everyone is looking forward to Thanksgiving dinner on the lot, which Franco Richards reports will be a special event. Closing date has not been announced but will be late .-DAVID LANA.

Clyde Beatty

The closing at Galveston, Tex., was a hectic one, with camera men, lighting crews, directors and others filming the show for the new Clyde Beatty motion picture. New wardrobe and makeups were much in evidence. Following are destinations:

Clyde, Jane and Clyde Beatty Jr., Houston, for the Shrine show, and then Deming, N. M., the shows winter quarters where more movie work will be done; Frank Orman, Deming; Ed Mor-(Continued on page 70)

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5½x14½, 10¢ ea.

3000 KENO

J. M. SIMMONS & CO. 525 S. Dearborn St. Chicago 5, Illinois

ALL SIZES-ALL TYPES

Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated

WRITE TODAY GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

> S. T. JESSOP Winter Address:

Sarasota, Fla. 4931 Bayshore Drive Phone: Ringling 5-4063

AMERICA'S FINEST SHOW CANVAS New, 40x60 Hip Roof Tent. IMMEDIATE DELIVERY NEW 20x30's-20x40's, 8 Ft. Sidewalls, in Stock for Immediate Delivery. Concession Tents, Show Tents. Write for Prices. Bernie Mendelson—Charles Driver Awning Co.

4862 N CLARK ST.

516-518 EAST 18th ST. Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog. H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

GIVE TO THE RUNYON CANCER FUND

Multiplex Faucet Co. Serving the Trade 50 Years

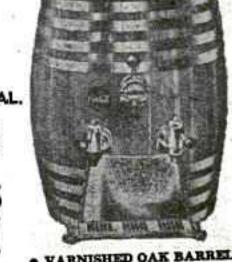
31 Profit on a 5 Sale! "MULTIPLEX"

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Draws 10 to 15 drinks per minute. A delicious solid drink with slight amount of foam when handle is turned to one side, a creamy drink when turned to other side.

17-45-60 Gal. Barrels with 2 faucets, one for Root Beer, other for Coca-Cola. 45-60 Gal. Barrels with Draft Arm for Plain Soda, plus 2 Faucets for two different Drinks.

Also Dispensers for Coca-Cola, other Drinks Manufacturers: MULTIPLEX FAUCET CO. 1400-B Ferguson Ave.



 VARNISHED OAK BARR • STAINLESS STEEL HOOPS

FLOSS MACHINE

SEND FOR DETAILS

MINIATURE GOLF!

AMERICA'S NATIONAL PASTIME!

Add to your income with a

HOLMES COOK MINIATURE COURSE

. . . Tops for Beauty and Design

A MUST FOR AMUSEMENT PARKS

Our consultants and engineers stand ready to serve you as EXPERTS in this field.

HOLMES COOK MINIATURE GOLF CO. OFFICE AND SHOWROOM-631 - 10th Ave.,

New York 36, N. Y. Tel.: Plaza 7-3552

PLANT-New London, Conn.



FOR FREE INFORMATION GENERAL EQUIPMENT SALES, INC. 1348 STADIUM DRIVE - INDIANAPOLIS, IND.

ASTRO FORECASTS All Readings Complete for 1953

On hand in these sizes: 2%; 3 inch; 3 9/16;

Folding Booklet. 12-P., 214x5. Contains all 12 Analyses. Very well written. \$5.00 per 100. Sample.

FORECAST AND ANALYSIS, 10-P.

NEW DREAM BOOK 120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers, Good Quality

Paper, sample
Paper, sample
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound, 842x11 ... 25¢
PACK OF 79 EGYPTIAN F. T. CARDS,
Answers All Questions, Lucky Num-

bers, etc. 60¢ Sign Cards, Illustrated. Pack of 36 ... 15¢ Graph Carts, 9x17, Sample 5¢. Per M. \$7.50 MENTAL TELEPATHY. Booklet of 21 p. 25¢ Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.

Dearborn St. Chicago 2, Illinois
Send for Wholesale Prices.



SPECIAL RATES FOR APPROVED TRACKS BY AM AMERICAN INSURANCE COMPANY CLIENTS SPEEDWAYS-FAIRS-THRILL SHOWS- INCLUDE CARNIVALS-ROAD SHOWS-ARENAS- BACTS-PERFORMERS.

IRVIN SALTZMAN & CO. Specializing in Show Business Protoction BANKERS SECURITIES BLDC., PHILA. 7, PA.

INSURANCE SAM SOLOMON

"The Showfolks Insurance Man" 54 W. RANDOLPH ST. CHICAGO, ILLINOIS Phone: Financial 6-0648

MIKE & RACHEL

Leaving for Australia and Europe Wishing all our good friends a Merry Christmas

CIVE TO THE RUNYON CANCER FUND

NEGOTIATIONS

Whale Still Lying Idle In N. J. Yards

NEW YORK, Nov. 14.-Anyone wanting to take a look at Mrs. Haroy, the 65-ton whale that arrived in this country March 29, will have to travel out to the New York Central yards in Weehauken, N. J., to do it. The whale is still there, loaded with em-balming fluid and waiting to be exhibited. But owner Leif Soe-gaard is stubbornly resisting of-fers "that would lower the whale to the Side Show level."

Importer Axel Tegelvad said an ex-museum taxidermist has (Continued on page 70)

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Midway: Brownsville, Tex., 21-29. Big State: Madisonville, Tex. Brewer's United: Wolfe City, Tex. Byers Bros.; Simmesport, La. Crafts Expo.: Brawley, Calif. Glades Am. Co.: Pt. Myers, Fla., 16-28. Kile, Floyd O .: (Fair) Kentwood, La. Lane, Leo.: Belle Glade, Fla., 19-28. Leeright's Midway: Rochester, Tex. Majestic Greater: (Pair) Jacksonville, Fla.,

Marion Greater: (Fair) Bowman, S. C. Miller, Ralph R.: Larose, La. Moore's Modern: Laredo, Tex.: Hebbronville 21-30.

Raines Am. Co.: Arnaudville, La. Red Ribbon: Gulfport, Miss. Stephens, C. A.: Arcadia, Fla. Strates, James E.: Jacksonville, Fla. Tassell, Barney: (Soldiers Pield) Savannah, Ga.; Kingsland 23-28.

Wilson Greater: Ajo, Ariz.; (Pair) Sells

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Clyde Bros.: St. Joseph, Mo., 17-18; Topeka, Kan., 19-21; Hutchinson 23-25. Harris & Rowe: Eldorado, Ark., 16-21; Pine Bluff 23-28.

King Bros.-Cristiani: Port Myers, Pla., 17; Clewiston 18; Port Lauderdale 19; West Palm Beach 20; Fort Pierce 21; Daytona Beach 23; Pernandina Beach 24; Jessup, Ga., 25; Vidalia 26; Cochran 27; Sandersville 28 (season ends).

Mills Bros.; Haines City, Pla., 17; Dade City 18; Leesburg 19; Gainesville 20; Orlando 21; Ormond Beach 23 (season

Packs, Tom: Baton Rouge, La., 17; New Orleans 20-29.

Polack Bros. Western: (Aud.) Enid, Okla., 18-19; (Coliseum) Little Rock, Ark, 23-25; (Aud.) Charleston, W. Va., 30-Dec. 6 (season ends).

Ring Bros.: Brundidge, Ala., 19. Ringling Bros. and Barnum & Balley: Tampa, Pla., 17; Lakeland 18; Orlando 19; Miami 20-22 (season ends).



CHAS. A. LENZ "The Showman's Insurance Man"

1492 Fourth St., N., St. Petersburg, Fla. Phone: 7-5914



POPCORN & SUPPLIES

ROY SMITH CO.

Tampa Jacksonville 1207 19th St. 1075 W. Adams St.

WIII FRED HORNBECK and JAMES HARBIN

please contact my mother, Mrs. Thomas E. Roche, 3 Regent Circle, Jamaica Plain, Mass., telephone Jamaica 2-1524, in regard to the law-suit on my amputated arm. Your testimony is essential. (Signed) Tom Egan.

ILLINOIS FIREWORKS

WORLD'S LARGEST

MANUFACTURERS AND EXHIBITORS "Known from Coast to Coast Catalogue mailed upon request. P. O. Box 792, Danville, III. Ph. 1716

Winters Opens Western; Uses Wallace Folk

FALFURRIAS, Tex., Nov. 14.— The Western Variety Show, with James Allen Winters as general manager, opened its season at Kingsville Monday (2) with Chamber of Commerce auspices. The show includes some personnel from the Wallace Bros.' Circus, where Winters was general agent this summer.

Program includes The Southernaires (7) with Jimmy Snow; Link Davis, western recording artist; Bill Potter, Movie cowboy; Tex Ranger (Ed Hiler), sharp-(Continued on page 70)

INSURANCE 7

IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

NEW 1953 CADILLAC \$500,00 Off Regular List. Immediate delivery. Any body style. Never driven or titled. Regular Cadillac warranty. Bank financing.

Billboard

The Amusement Industry's

Leading Newsweekly

hen IPs to be ter for

JOHNNY CANOLE ALTOONA, PA. Phone 9347 or 3-9003

Supplies and equipment for Popcorn-Cotton Candy-Snowcones-Candy Apples-Cookhouse. Featuring "Star" and "Cretors" Popcorn Machines—"Echols" Ice Shavers.

UP TO \$100 TRADE-IN

MIDWAY MARVEL

CHUNK-E-NUT PRODUCTS

231 N. Second St. Philadelphia 6, Pa.

2908 Smallman St. Pittsburgh 1, Pa.

1261 E. Sixth St. Los Angeles 21, Calif.

FOR EREE CATALOG

TRIANGLE POSTER CO.

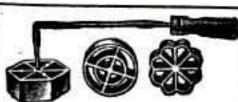
of Pittsburgh Penn and Denniston

Tel. MOntrose 1-8110-1-2742

BIG MONEY . . . SMALL COST

Posters for Occasions and All Your Printing Needs FAIRS—CARNIVALS—CIRCUS—RACES—

PARKS—THRILL SHOWS—CELEBRATIONS-Brand New Designs Furnished by Our Artists, Printed From Type or Silk Screened From a Small Easel to Regulation 24-Sheets. Our repsentative will be at the Sherman Hotel, Chicago, Nov. 30-Dec. 1-2.



Round, six-sided and scalloped molds of cast aluminum. 4" commercial size. Here's a deal you can add to your present operation with very low investment. They'll pay for themselves in the first hour of operation. Each mold complete with wooden hand cs and formulae. Also a complete line of Floss Machines, Popcorn Equipment and Supplies and Kiddle Rides. Write for Catalog.

3916 SECOR RD.

CONCESSION SUPPLY COMPANY

TOLEDO 13, OHIO

OUT NEXT WEEK

OUTDOOR CONVENTION ISSUE

NOVEMBER 28

THE BIGGEST **ISSUE OF THE** WHOLE YEAR— **PACKED WITH** THESE SPECIAL "PROFIT" LISTS AND EDITORIAL **FEATURES!**

featuring

1954 CAVALCADE OF FAIRS

★ Statistical Directory of Fairs

★ Directory of Still-Date Facilities

★ List of Bookers Handling Outdoor Show**business Attractions**

* How One Big Canadian Fair Helps Build Its Home City Into a Major Market

★ How U. S. Steel Broke Into the Exhibition Field for the First Time

★ How One Fair Used Still-Date Rentals to Build Multi-Million-Dollar Plant

★ and more than a dozen other special feature articles showing how Fairs — Exhibitors — Outdoor Showbusiness used new ideas to make more money this year

A Subscription Saves You Money Fill in and Mail Coupon TODAY!

THE BILLBOARD

2160 PATTERSON STREET

CINCINNATI 22, OHIO

Please send 1 year (52 issues) of Billboard at \$10 starting with big Convention — Cavalcade number. (Saves me \$3 on single copy price) Payment is enclosed.

Name Company or Occupation Address

City .

Zone ____ State _

Communications to 188 W. Randolph St., Chicago 1, Ill.

Tax Talks to Spark NAAPPB Confab; Gurtler Tells Plans

Legislative Committee to Report; Internal Revenue Man Will Speak

the federal admission tax removed.

carry on with the tax problem operation. Program Chairman A. B. (Bud) Gurtler Jr., announced in Denver that the Chicago session on Tuesday (December 1) would hear a talk by Ernest Wright, regional director of the Bureau of Internal Revenue.

How to handle money, tickets, admissions and, again, tax, will be discussed by a panel made up of Dr. L. H. Firestone, Flint, Mich.; J. R. Singhiser, Louisville, and Fred Pearce Jr., Detroit. Their topic, Gurtler announced, will be "Cash, Tickets and Turnstiles."

After panel members have spoken, participation from the floor will be urged, Gurtler stated. He said every effort executive secretary. would be made to have a maximum number of persons take part in this and other panel discussions.

Whaf Are Problems?" Another Tuesday (1) panel will be made up of Harry Batt, New Orleans; Ed Schott, Cincinnati, and George A. Hamid Jr., New lems?" and discuss not only preswhich they have solved.

Wednesday's session, Gurtler stated, will open with a talk by from the publication, Institutions. He is scheduled to discuss "Today's Merchandising" as it might be applied to amusement park rides, games, concessions and attractions.

be comprised of four persons, area.

MANGELS ROTO-WHIP

DENVER, Nov. 14-Convention | each with a special topic. Robert of the National Association of Plarr, Allentown, Pa., will dis-Amusement Parks, Pools and cuss the operation of rides in Beaches in Chicago, November parks. John T. Gibbs and John 29-December 2, will swing into Allen will speak on the subject action on the opening day with a of games. Don Dazey will discuss full-scale report by the legislative operation of food concessions at committee on its efforts to have parks. Joe Malec will describe a television idea used in connection with his ballroom and will dis-Second day's program will cuss other phases of ballroom

NBOA Takes Part

Gurtler said that he also hoped to have time during the NAAPPB convention for Tom Archer and and debris, and the water also Otto Weber, both of the National caused damage to ride mecha-Ballroom Operators' Association, nisms. to discuss NBOA activities and ballroom problems and opera- week-ends thru the winter for the

The NAAPPB convention will be at the Hotel Sherman in Chicago, November 29-December 2. A trade show will be operated in conjunction with the convention.

Presiding at the convention sessions will be George A. Hamid, New York, president of NAAPPB. Paul H. Huedepohl, Chicago, is

Room for Ride At Olympic Pk.

York. They will speak on the Sale of the Rocket ride to Bersubject, "What Are Our Prob- tram's Island at Lake Hopatcong leaves Olympic Park with space ent problems but also past ones for an additional major ride, manager Bob Guenther said yesterday. Olympic Park, without bingo since 1939 when it was George Milne, marketing analyst outlawed in Essex County, is awaiting the next session of the State Legislature at which permission for operation of the game will be studied.

Winter projects under way include laying of new platforms for A third convention panel will the Roller Coaster and free-act

AID FOR NEEDY

Rocks' Swaps Tickets for Food Parcels

NEW YORK, Nov. 14.—Food packages are legal tender this week-end at Rockaway's Playland. The Queens amusement park is accepting the packages in exchange for ride tickets, as part of its drive to gather food for distribution to needy families. Collected items will be packed into baskets by police, who will also distribute them.

Grosses last week-end were cut into by the storm which ravaged the Atlantic coast. The overflowing ocean inundated the park and left a great deal of debris behind. Many of the Arcade windows were smashed by pounding water

Playland is open holidays and third straight year.

London Funspot Gets Reprieve From Council

LONDON, Nov. 14. - The illfated Festival Gardens Funfair was given a reprieve this week with the announcement that the London County Council will take over its operation. The Funfair earned profits for ride and show operators and concessionaires, but showed a loss for the Government Department which nursed it along for three years. The department last month said it would discard the amusement spot on the south bank of the Thames, which threatened showmen having permanent installations with heavy dismantling

The London County Council ing the site. Showmen are plug- visitors.

PLAYLAND'S RINK DOUSED, BUT WRONG KIND OF WATER

RYE, N. Y., Nov. 14.—Playland Amusement Park got the wrong solution to its ring water problem during the storm last weekend. Since November 1, a Westchester County water shortage has forced the county-owned funspot to bring in water from artesian wells, with which to build up the ice surface with 24 coatings of frozen fresh water. Saturday morning (7) the storm-lashed seas rose above the boardwalk level and seeped into the ballroom. Manager Bob Boehm's crew dipped, shoveled and squeegee'd the salt water out of the building, after which the ice was washed down with fresh water. Practice for the high school league hockey season was set back a week, but the rink is still scheduled for public skating to begin Monday (23).

Steeplechase Loses Carrousel to Flames

ride burned down during the storm that struck the East Coast. Manager Jimmy Onerato said the flames either consumed or charred all the horses, as well as most of the rest of the structure, Also destroyed by fire, caused by a short circuit at the height of the storm, were the Rathskeller and a refreshment stand.

Altho there were fears that the blaze would spread unchecked thru the park, workers were able to confine it to the Carrousel discuss a replacement for the area. The loss was said to be covered by insurance.

damage consisted mostly of water proof replacement items. destruction to cellars of homes west end. Surf Avenue was under three feet of ocean water for hours, resulting in debris being left on the street and water for left on the street and water damage to many amusement spots.
The beach sand was pushed up
The beach sand was pushed up left on the street and water damunder the boardwalk, severely damaging eating places on beach level. Most of Coney Island was without telephone service and electricity for two to three days. electricity for two to three days. Streets Awash

Onerato said he was notified of the fire at 6 a.m. Saturday (7) but could not get closer than two miles of the park by car, due to ocean water that filled the streets, so he continued by elevated train. At that time, he said, the Car-

will appropriate \$300,000 from ging the site in hopes it will bethe Funfair Company and put come a permanent amusement \$60,000 of its own into refurbish- feature for London residents and

NEW YORK, Nov. 14.—Steeple- rousel's hand-carved horses were chase Park suffered the loss of already destroyed, so he rounded its 72-horse Mangels Corrousel up a force of 20 men to contain last week-end, as the 21-year-old the flames and board up the fire zone. The men were brought into the area by jeep.

Onerato, who has lived all his life at Coney Island, said the water was the highest he had seen it in 45 years. The tide had rolled doing damage of about \$50,000. into the park at 4:30 a.m., he said and reached its peak at about 6 o'clock. The settling tide left debris all over the area and soaked many amusement mechanisms.

The park manager said the owning Tilyou family would meet after the NAAPPB meeting, to Carrousel. Any new item will be a fireproof one, in line with the Elsewhere on Coney Island, the park's policy to buy only fire-

NEW YORK, Nov. 14.—The season's first snowfall last Friday (6) which deposited as many as seven inches of snow in the metropolitan area did not freeze up kiddieland operations.

At Fairyland, Long Island kid spot managed by Al McKee, the report was that the youngsters, with eyes and nose only protruding from their snow suits, turned out in sufficient numbers on Sunday (8) to give that spot nice

The snow did not last long. On Saturday (7) conditions were sloppy—a bigger detriment to kiddieland operation than crystalized



FOR SALE

Pop Corn Stand. Including Pop Corn and Carmel Machines, Cigarettes and Candy. Only stand in park selling these items. Location is Indian Point Park. No reasonable offer refused.

DOLMAN & RUBEO 900 So. Columbus Ave. Mount Vernon, New York Mount Vernon 8-5327

HOLMES COOK MINIATURE GOLF!

No finer investment for 15,000 sq. ft. Main Office: 631 10th Ave., N. Y. 36.

Phone: Pl. 7-3552, Plant: New London, Ct.

RAILS 12#-16#-20#

With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives. Cars and Equipment for

M. K. FRANK 480 Lexington Ave., New York 17, N. Y. 105 Lake Street, Reno, Nevada 401 Park Bldg., 5th Av., Pittsburgh 22, Pa.

GIVE TO THE RUNYON CANCER FUND

Rosenthal Blames Ops For Dearth of Major Rides

Continued from page 60

Mineola (L. I.) Fair.

New Units Aid Old Ones

A new major unit that catches the public's fancy will take little, if anything, from the grosses of the other riding units. The ex-perience is that the over-all gross of the rides will be increased as a result. Actually, a new ride can stimulate interest in the older, standard units. A patron, attracted by the new ride and its thrillpleasure potent, may well be sat-isfied to the extent that he will also patronize some of the other

The earnings of rides have been good for a number of years now but there is always the danger that earnings will decline in the face of the continuing growth of competitive elements and, especially, a tightening up in the monies available for recreational pur-

While pointing up the everpresent need for new, big units, Rosenthal gave full credit to the kiddie units which have grown in popularity since the war. The importance of the kiddie units at number of units involved and the with stand. special efforts that have been In operation the mike and made to fashion this section into speaker cables are plugged into a model presentation.

ed units, which Palisades had al- any A.C. power source.

nior Coaster, built by the park's most from the beginning of their own staff headed up by Superin-tendent Joe McKee. development, was discounted by Rosenthal. They are not the an-Next season Palisades will have swer to any phase of amusement another new major unit to fea-ture in the Roto-Jet imported such units were in operation last from Germany by Eric Wedemey- year. He described them as Arer and shown last month at the cade pieces and credited them with being attractive, appealing units which make good supple-mentary attractions in the penny, nickel and dime emporiums.

RCA Markets **New Portable** P.A. System

NEW YORK, Nov. 14.-RCA Victor this week put on the market a new portable public address system which it is plugging for use in such places as fairs, auction rooms, arenas, auditoriums, carnivals, and amusement parks. Compact in a dual speaker carrying case, the unit is handled much as a piece of luggage, which it resembles. The case divides into two baffles, each housing a 12-inch speaker with 25 feet of cable and connectors. The amplifier is available in either 15 or 30 watts. Also con-Palisades is demonstrated by the tained are a small microphone

the amplifier, and the latter is The importance of coin-operat- connected thru its power cable to

WANTED AMUSEMENT ARCADE LOCATION

LIQUIDATION SALE

DOWNS AMUSEMENT PARK

8624 SO. BROADWAY, ST. LOUIS, MISSOURI

9 TUB TILT-A-WHIRL 4,500.00 1 DODGEM, COMPLETE WITH 10 CARS. BLDG. CAN BE

ROUND, GOOD AS NEW (PORTABLE) 7,500.00

These Park Rides are in A-1 condition, with all Electric Motors and Controls.

Phone: St. Louis, Mo., SWeetbriar 2022, 9:00 a.m.-6:00 p.m. or MOhawk 7872, 6:00 p.m.-10:00 p.m.

High Quality

KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS

GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

ALLAN HERSCHELL LITTLE BEAUTY, 36' MERRY-GO-

BOAT RIDE, 8 BOATS

Owner-manager of finest arcades for over 20 years desires to purchase. rent or lease location with or without equipment in well established amusement park. Contact immediately for personal interview at Chicago Show.

BOX CH-158

c/o Billboard, 188 W. Randolph St., Chicago 1, Ill.

FOR SALE

AMUSEMENT PARK & PICNIC GROVE
Merry-Go-Round, Miniature Train, Lindy Loop, Chairplane, Kiddie Autos, Trolley,
Food, Drink, Noveltles, Arcade Machines, Photos. Lead Gallery, Art Plaster Mfg.,
Tools, etc. Live Ponies and other Concessions booked in on P.C. Good lease on
Grove and Buildings, Rent paid till Oct. 1, 1954. Plenty living quarters, Grove booked

Still for 1954 with good Industrial Fraterial and Church Pienies. Bargain at \$25,000. solid for 1954 with good Industrial, Fraternal and Church Picnics. Bargain at \$35,000. Shown by appointment only.

Brown Derby Amusement Park

Thornton, III. Phone: Thornton 3493

Communications to 188 W. Randolph St., Chicago 1, Ill. King Draws Crowds Despite Temperature

Business Hurt Little by Cold, Rain; Show Moves to Fla. Opposition Area

tracted two near-full houses in City Wednesday (11). cold weather here Wednesday (11). Co-Owner Floyd King said broken and the resulting delays that business was holding up well en route to Lake City made the despite cooler weather.

(7), the circus played to two ment sponsored the local stand. straw houses. A crowd of about 5,000 caught the parade. Press Florida, where it will play oppoadvance was good and a page of parade photos were published the next day. American Legion sponsored the show.

Bainbridge, Ga., turned out a three-quarter afternoon and near-

Loyal's Panama Date Under **Brand Auspices**

PANAMA, Nov. 14.—The Loyal Circus was scheduled to open Circus was scheduled to open The Atlanta gross was reported at \$101,000. The grosses at all about two weeks. The show left other spots played also approxi-Guatemala on a chartered ship October 31 and was to arrive in Panama November 5. Show's hiatus period, laying off thru the opening follows the Republic of Panama's 50th anniversary celebration.

arrived here aboard a special phis, Morton is looking forward plane several days early. The to a continuance of good business. show is being sponsored here by Chesterfield cigarettes and considerable publicity was given the arrival of the Chesterfield plane.

The Great Gallaso, finger act, and his wife, joined for two weeks, after which they have other bookings. Their son, Tripoli, stayed in Sarasota, Fla.

CIRCUS ACTS OF ALL DESCRIPTIONS

JANUARY 15, 16 AND 17, 1954

CHR'M KNIGHTS OF COLUMBUS

963 N. Rural Street Indianapolis, Indiana Phone Atlantic 4621

P.S.—Can place Phonemen.

BENNIE WELLS

ARTIST AND SHOW PAINTER

Can place you for 1954 season. Help me frame entirely new type of show. Year-round job, top salary. Wire or write

efferson Hotel

Phoenix, Ariz.

-PHONEMEN WANTED-

Ads, Banners, Tickets. Town set for all year round. Drunks, please stay away.

Phone Mr. Thomas at University 5-2272, New Haven, Conn., and Bridgeport 3-3418, Bridgeport.

Large family with several acts suitable for stage, also Santa Claus with costume for one week. Opens Dec. 7, Norman,

DICK BRANDON General Delivery Henryetta, Okla.

TWO PHONEMEN

25% U.P.C. and Programs. Volunteer Firemen's Children's Christmas Program.

Phone 2-4720, Anderson, Ind. DOC TATE

LAKE CITY, Fla., Nov. 14 .- | was cold and rainy. After Thom-King Bros. & Cristiani Circus at- asville (10), the show played Lake

Axel on an elephant truck was street parade 90 minutes late. At Columbus, Ga., on Saturday Weather was cold. Fire depart-

Show now moves deeper into sition stands with Ringling and make towns already played by other shows.

PACKS PITCHES FOR 'LOT LICE'

CIRCUSES

BATON ROUGE, La., Nov. 14.-The Tom Packs Circus inaugurates a new twist for stadium shows Sunday (15) when it throws open the doors to Memorial Stadium and invites the public inside for a look at setting-up activities. While most shows cold shoulder the "lot lice" and indoor operas generally feel they have nothing to show outsiders until the performance starts, Packs is using newspaper space to invite people to see the tasks of hanging rigging and placing props. Band will give a free concert during the show-off, which is before the two-day stand, Monday and Tuesday (16-17).

three-quarter afternoon and near-capacity night with Lions Club auspices. Parade was given de-Fall Tour in Atlanta

Georgia Date Contributes 110G Gross; New Series Start February 13 in Memphis

ATLANTA, Nov. 14.-The | because of a tighter money situaits fall season here with a gross on a par with last year's capacity business. The entire tour was reported highly successful by Col. Robert Morton, managing director.

mated the hefty totals of the past.

The show goes into its usual upcoming holiday season.

Memphis Next

The new fiscal and show year Part of the show personnel will start February 13 in Mem-

> The new series of dates will see an almost completely revamped show, Morton said. Many new act importations have been contracted and their first appearances in this country will be with the Hamid-Morton Circus. It is expected that the number of imports presented will be the greatest as much as 45 per cent below that the show has programed in 1953, Rubens said, and the year the past several seasons.

Clarke, was mourned here this

week. She passed away Wednes-

day (4). Burial was Friday (6) in

Forest Lawn Memorial Park,

Mrs. Hanneford, widow of Ed-

win Hanneford, was born on

Scott's Circus, which her father

owned, in England in 1870. Her

interest in riding began at a very

early age and it is believed that

she performed for more than 75

years. Her husband's family

owned the Hanneford Circus in

Tampa Turnout

Okay for Mills

TAMPA, Fla., Nov. 14.-Mills Bros,' Circus played to two good

houses here Friday (6), when it

and Rogers Bros. were day-and-

date. The Rogers show had fair

houses. Ringling-Barnum plays

here Tuesday (17) and King-

quarter houses at Live Oak, Fla.,

on Friday (30) and two more

three-quarter turnouts at Clear-

water on Monday (2). This is the

Mills show's first invasion of

(23) at Ormond Beach and a 980-

mile home run will take the show

to Greenville, O., fairgrounds for

Earlier, Mills drew twin three-

Cristiani follows.

winter quarters.

Florida.

Glendale. She was 83.

Nana Hanneford Dies;

Performed 75 Seasons

ly called Nana.

Hamid-Morton Circus closed out tion in some localities, the fraternal circus field has not yet suffered any ill effects. Accordingly, Morton is looking for the winter and spring dates to be equally as sition, the Packs show ran much good as those played this fall.

Rogers Ends Weak Year; Gil Gray Buys Cat Act

FORT MYERS, Fla., Nov. 14.- northeast to the Pittsburgh area. Rogers Bros.' Circus played to Rubens kept his 21-truck outfit three-quarter houses here Saturday (7) for the final stand of its days and 14,361 miles. season. Owner Si Rubens anshow, and it was reported that Rogers' cat act.

Some stands this season were as a whole was spotty. The and Kokomo, Ind. While some show business activ- 44-week season took his show as ities have suffered financially far west as Yuma, Ariz., and

from Houston, where he was

playing on the Houston Shrine

Circus, and Poodles returned

from Columbus, Miss. The latter

with the Tom Packs Circus.

of North Hollywood.

out for its longest season, 266

Rubens blamed the drought nounced intentions of selling the and a general slow-down of economic conditions for the spotty Gil Gray Circus bought the season. Two blowdowns added expense for the Rogers show, and at one the take for a sell-out house had to be refunded. The blowdowns were at Odessa, Tex.,

At Fort Myers Saturday (7), the show had Lions Club auspices. The King-Cristiani show is billed here November 17. A day earlier (6), Rogers and Mills played day and date at Tampa and both Ringling and King were billed for future dates there.

On Sunday (8), Rogers moved two miles south of here to its winter quarters.

LOS ANGELES, Nov. 14. - | Ireland. Arriving in the United Wichita Date

Shrine Circus here, produced by Orrin Davenport, opened Sunday (8) with a capacity afternoon and two-thirds night. Show moves to Kansas City after performances Sunday (15),

left here for Natchez for his dates Orrin Davenport flew in for the In addition to her two sons and is operating a concurrent show. daughter, Mrs. Hanneford leaves Earl Shipley is in charge of the five grandchildren and one great-Wichita and Kansas City units. grand-child, the latter the daugh-Norman Carroll is the announcer ter of Parley and Ernestine Baer, and Jack Cervone fronts the

Death of Mrs. Elizabeth Hanne- States in 1915 with her family to ford, veteran equestrienne and join the Barnum & Bailey Circus, mother of George and Poodles she continued her activity in the Hanneford and Mrs. Ernest ring with Poodles until about four Opens Okay years ago. She was affectionate-WICHITA, Kan., Nov 14.-The Her son, George, flew here

opening from Houston, where he

Under the Marquee

signed to repeat with Klein Attractions at 1954 fairs. Bon Butler Monahan is to be emsee and unit manager. The unit will stay on the West Coast and will include a flying-casting act, riding act and the Monahan's teeterboard, Risely and single traps.

James Waldo Fawcett visited Polack Eastern at Baltimore. They visited with Madeline and Rene Show's season ends Monday Karl Wallenda and Luciana and

> Hi-Brown Bobby Burns, former blackface comic and circus agent,

The Amazing Monahans have after working the summer with the Central City (Colo.) Opera, and a short tour with "Ice Cycles of 1954," will finish a stint with "Guys and Dolls" November 23. After November he'll head for the Elks Club, Daytona Beach, Fla. Burns will work several amateur minstrel shows while in Florida. . . . Laurence (Sailor) Muse made a 50-mile trip to Clair and Tony Conway and Tupelo, Miss., to visit King Bros.-Cristiani Circus when it played (Continued on page 77)

> Dressing Room Gossip Appears on Page 63

Ringling Business Bad in New Orleans; One Show Canceled

Big One Plays Gulf Coast Later; Keesler Air Base Gives Full Night

PENSACOLA, Fla., Nov. 14 .- | pitched lower prices. Packs plays Bailey Circus played to poor Orleans and drew only mediocre raced to escape winter weather.

Baton Rouge, La., Tuesday (5), business. Then came New Orleans. The show is about a month later than usual in the area. Besides the weather difference, this means that Ringling's date was closer to Tom Packs' Shrine stand and football competition was strong. Even under good conditions, New Orleans often is poor for Ringling. Rain fell during most of the

engagement, Friday thru Sunday (6-8). Turnouts were light, and in view of this the show canceled its scheduled Sunday night show and pulled out for Biloxi, Miss.

Opposition Ads Used Ringling-Barnum newpaper ads in New Orleans were limited to the standard title date and price announcements. In oppolarger newspaper ads, which

Ringling Bros. and Barnum & New Orleans November 20-29.

On Monday (9), Ringlingbusiness for three days in New Barnum returned for a second annual set-up at Keesler Air takes elsewhere this week as it Force Base, where it was under auspices. Afternoon show was half filled and night house was a had good weather but only fair capacity, made up largely of service personnel and their families.

On Tuesday (10), the show played to one-quarter and onehalf houses in Mobile, Ala. Attendance totaled 6,960. Weather was cold, with the show appearing later than in 1952, when it tabbed a sellout. Mills Bros. played the town two weeks earlier.

At Pensacola, the show drew business that was above the Mobile score and weather was warm Wednesday (11).

TELEPHONE SALESMEN All Winter's Work

Steady deals with lots of leads; Masonic and Veterans' Deals, Experienced Phonemen, come on in.

612 Charlevoix Bldg. 2033 Park Ave. Phone Woodward 1-7432 Detroit 26, Michigan

Average weekly earnings \$175.00, 6 hrs., 5 days. We're using a revolutionary new sales program; no U.P.C., no banners, no etc. Year-round work for top sponsors; top money. No drunks or limbsters; no collect calls or wires. Come in, wire or call person to person.

N. BLUM 515 E. End Ave. Ave. Lancaster, Pa. Ph. 3-2639

PHONEMEN

Biggest Thanksgiving and Xmas deal in Texas. Write 3 to 4 yards a day. We want only sober men willing to work for the next 60 days. No drunks.

BUD SPENCE Ft. Worth, Tex.

Mr. Harry I. Kibel

Get in touch with me at once. EDDIE MARCH

BIRD OR ANIMAL ACT WANTED IMMEDIATELY

Ideal winter-breaking opportunity, Miami and Nassau. Small salary but long contract, possibility summer continua-MIAMI RARE BIRD FARM

CIRCUS PHOTOS

Some of first views taken of King Circus Parade. Also 1953 views of Kelly-Miller and Kelly-Morris. Good views of Christy. Robbins, Hagenbeck, Great Wallace 1903, Sparks 1919, Barnes, John Robinson Parate. early Ringling & Cole views. Write for free lists. No obligation, ROBERT SAMS, 2745 Bush Blvd., Birmingham 8, Als.

AT LIBERTY

For Indoor Dates 2 big fast working Elephants; 6-Horse Liberty Act, 6-Pony Drill, Dog Act, Cloud Swing, Ladders, Webs, Midget Clown, Wire or write

BOB CAPELL Box 229

Prescott, Ark.

WANTED

FOR DEC. 20th CHIMP, BEAR OR SEAL ACT. ALSO BICYCLE ACT. Contact LEW MILLER

1444 S. Newport Tulsa, Old

Communications to 188 W. Randolph St., Chicago 1, III.

OREGON EVENTS FACE AID LOSS

Urges Study

Hatfield urged that the Ore-

gon Fairs Association immediate-

some it would mean the difference

between operation and closing up.

said, a yardstick by which an

agricultural fair would be de-

fined and thus prove worthy of

The seriousness and continuing

nature of this legislative fight

address by Herman Chindgren of

Molalla, also a member of the

Legislature and a former presi-

dent of the Oregon Fairs Associa-

Chindgren went into detail on

Attendance Up

ports by counties as Vernon De

Long, of La Grande, association

president, called for a report

from each fair. While nearly all

fairs had larger attendance many

reported less money handled, re-

flecting the 1953 trend of less per

capita spending. Most fairs re-

ported extensive building programs during 1953, some of which

will carry over into next year.

Another featured speaker was

Duanne Hennessy, of Portland,

manager of Multnomah County

Fair at Gresham. He disclosed

the rewards of adapting a fair to

its community interests, which in

this case led the Gresham annual

to lay stress on a flower show.

Multnomah County being more

heavily concerned with the nurs-

ery industry than in livestock

raising, the fair branched out this

year into a spring flower show

Gresham Epands

Multnomah County Fair would

expand to a 10-day operation next

year. Policy has been for eight-

day operation. An important im-

as the fair can move to larger

quarters, it is hoped the 10-day

operation will thin out the

crowds, allow fair management to

give better service, and at the

same time result in higher total

legislative committee, Kenneth

Friedley, of Waso, said the com-

mittee urged that the association

draw up a definition of an agri-

cultural fair for the guidance of

legislators. He, too, dwelt at

length on the State revenue issue,

warning that the association must

be prepared to fight for a definite

annual for several years.

Reporting for the association's

Hennessy announced that the

fairgrounds lies idle.

attendance.

25 associates.

A picture of generally larger

State support.

The Legislature needs, Hatfield

Convention Speakers Urge Action to Retain Status

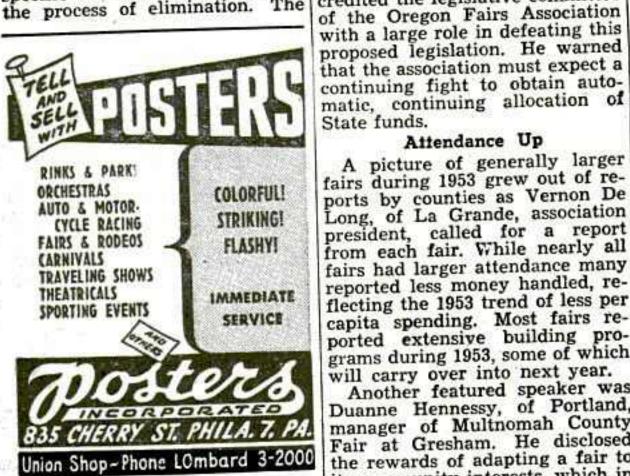
SALEM, Ore., Nov. 14.—Fairs trend is to dump all revenue into and exhibitions in Oregon face a the State General Fund. Thus the serious threat of loss of State fairs would be in the position of revenues, a member of the State having to lobby at every session Legislature told delegates to the for any State support money. 26th annual meeting of the Oregon Fairs Association, which opened Wednesday (11) at the Marion Hotel here.

may be submitted to the Legis-The warning came from Mark Hatfield, chairman of the House lature, justifying the support the committee on State and federal fairs now receive. While these affairs, which during the 1953 funds are an important item to every fair and exposition, for legislative session handled bills that would have cut off sources of revenue now received by fairs. These funds come from the State tax on horse racing wagers. While present law allocates three-fifth of these receipts of fairs and exhibitions, the proposed bills would have diverted all receipts to the State General Fund. During the 1953 racing season, this account brought \$325,000 to the fairs and exhibi-

Hatfield warned that loss of this revenue would come thru two avenues:

the legislation discussed by Hat-1. As the State revenue probfield, reviewing attempts to dilem grows more acute, legislators vorce fairs from horse racing. will look to the pari-mutuel rac-Such legislation, he noted, would ing money as a source to be have left fairs high and dry as no tapped for State use. provision was offered for pro-

2. The policy of earmarking viding substitute support. He specific funds for allocation is in credited the legislative committee the process of elimination. The



We Can Always Place

ACTS OF MERIT

Among the many affairs and dates we have scheduled for the big 1954

FAIR SECRETARIES

for New York, Ohio, Pennsylvania and Canada.

PARK MANAGERS

We have a complete selection of Shows-from the smallest to the mammoth production—for your at-

ALSO SPECIAL FIREWORKS DISPLAYS WITH FULL INSURANCE

You can always be SURE of a good attraction when it's booked

RAY S. KNEELAND

Amusement Booking Service 751/2 W. Chippewa, Buffalo 2, N. Y.

DISPLAY FIREWORKS of Distinction

Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW Write, wire or phone

Continental Fireworks Co. R. R. # 6 Phone R-4913 or 1351

ACTS & ATTRACTIONS WANTED For the 1954 outdoor season in the Mid-west area for FAIRS and CELEBRA-TIONS and EXPOSITIONS. Interested in Acts to work by the week and season and also spot booking. Send photos and full information in first reply.

HAL GARVEN SHOWS 1325 Natchez Ave., S., Minneapolis 5, Minn. Tel.: Ke 3290

Florida Fairs **Building to** Tampa Climax

NEW YORK, Nov. 14.-With the Florida fair season well under way, 16 shows, festivals and fairs having been put on to this date—and 14 fairs remain on the calendar. The Putnam County Fair & Ing of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The tong of the International Association of Fairs and Expositions. The Contests, Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of fairs in the State, One of Fairs and Expositions. The Contests," Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Contests," James E. Tays, Illinois State Fair; "Broiler House Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of Fairs and Expositions." Include "Newspaper Throwing Confab will be held in the Hotel Oklahoma Free State Fair; "Comber 1981 of is listed during December, the ly launch a study so that data

which occurs February 1-13 at business sessions, assisted by which time the State Fair will be Frank H. Kingman, secretaryheld in Tampa. January fairs are treasurer. the Pasco County Fair in Dade City (13-16), Sarasota County Ag-ricultural Fair in Sarasota (18-24), Citrus County Fair in Inwas further pointed up in an in Palmetto (25-30).

With Tampa topping the February listing, other fairs during that month are the Southwest Florida Fair in Fort Myers (1-6), Brevard County Fair in Titusville (1-6), Central Florida Exposition in Orlando (22-27), Highlands proved popular in recent years, will be "Industry on Parade," an County Fair in Sebring (23-27), will be the topic of an address by J. A. Theobald, Utah by Robert R. Stein, of the U. S. State Fair; "Exhibitor's View-Largo (17-21).

On the March listing is the Florida Sportsmen's Exposition & Lake County Fair in Eustis (15-20).

Name McIntyre continuing fight to obtain automatic, continuing allocation of Mich. Ag Chief

LANSING, Mich., Nov. 14.— George S. McIntyre, deputy director of agriculture for Michigan, has been named director to succeed Charles Figy who was recently let out after holding the job for over a decade. McIntyre had been acting chief of the de-

appointment was a trip to Detroit | Fair on use of the fairgrounds.

30 Speakers Set For IAFE Conclave

Exhibits, Attractions, Promotions To Be Discussed at Chicago Confab

CHICAGO, Nov. 14. — More a description of the "Maid of than 30 executives of major fairs Cotten Contest" held at the Birprovinces have been named as December 2.

Hillsborough Junior Agriculture Leon Harms, manager of the Fair in Plant City, December 3-5. New Mexico State Fair, Albu-The frequency and magnitude querque, president of the organiof events builds toward a climax zation will preside at the five

One of the most varied programs in recent years has been prepared for the regular sessions. Willard Masterson, manager of the Wisconsin State Fair, will tee (18-24), Citrus County Fair in County verness (19-23), Martin County Fair in Stuart (20-23), Dade County Youth Fair in Miami County Fair in Miami moon (30) with an address on "Craftsmen's Fairs." E. P. (Ned) Green, California State Fair, is scheduled to describe "A New Kind of Junior Exhibit," with C. G. (Pete) Baker, Oklahoma State Fair, due to discuss "Atomic Exhibits."

Army exhibits, which have Army Exhibit Unit. Four execs, point," D. F. Wing, Book House, who will combine their talents on "Community Co-Operation," Virgil C. Miller, Kansas State include Mrs. Ruth C. Hartkopf, Fair; "Merchandise Games," J. Eastern Idaho State Fair; Maurice Dan Baldwin, Kentucky State E. Hartnett, Calgary Exhibition Fair; "Concession Buildings," and Stampede; M. D. Corbin, Thomas H. McLeod, Regina Pro-Heart O' Texas Fair, and J. Dan Vincial Exhibition, and "Our Baldwin, Kentucky State Fair. Complete Campaign," a resume of the Ohio State Fair's birthday will describe to the fairmen the celebration by D. Robert Jones. part his annual played in cele- | C. G. (Pete) Baker, Oklahoma brating Ohio's 150th birthday.

McIntosh to Speak Richard H. McIntosh, Alabama State Fair and IAFE vice-president, is scheduled to open the Tuesday morning (1) session with

partment since Figy's departure. to confer with James M. Hare, McIntyre's first step after the manager of the Michigan State

in 19 States and four Canadian mingham annual this year. Other speakers and their topics will Pat W. Kerr, Tennessee Valley
A. & I. Fair; "Promoting Livestock Thru Fairs," A. H. Ward,
Piedmont Interstate Fair; "Story of Agriculture," Sam Schneider, Tulsa State Fair; "Conservation Show," Willard Masterson, Wis-

> State Fair. Fairground building and financing will come under scrutiny Tuesday afternoon when Gaylord R. Lewis, Findlay, O., architect, leads off the program. Ralph E. Ammon, Milwaukee, former secretary-manager of the Wisconsin State Fair, will speak on "The Role of Fairs in the Fundamentals of Freedom."

consin State Fair, and "Eggland,"

Mrs. Martha Eddy, New York

Exhibitor Speaks

Also on the afternoon schedule

State Fair, will look into the future during the morning of the final day with a talk on "One Year From Now." Also scheduled for the morning session are Dr. J. S. Dorton, North Carolina State Fair, "There Is Nothing Like It"; Harry Frost, Minnesota State Fair, "Creating Favorable Impressions;" H. S. Foust, Ohio State Fair, and Kenneth R. Blackwell, Indiana State Fair, "New Construction;" E. P. (Ned) Green, California State Fair, "100 Year Club" and Mrs. Martha Eddy, New York State Fair, "New Days -New Ways." In addition, motion pictures of the State Fair of Texas, Dallas, are scheduled to round out the program.

Election Speeches Prior to the election and installation of new officers and directors, which takes place on Wednesday afternoon (2), a total of seven speeches are scheduled. The controversial subject of "Free Grandstand Shows" will be discussed by J. A. Theobald, Utah North Dakota Association of State Fair, and Paul T. Mannen, San Diego County Fair. Another Prizes" will be handled by S. F. Illinois Association of Agricul- Dadson, Central Canada Exhibition, and V. Ben Williams, Pacific

National Exhibition. Other speakers and their subjects at the final session will include Theodore L. Chenault, Arkansas Valley Fair, "Watermelon Days;" Martin Zook, Mid-South Fair, "Publicity Gim-micks;" M. E. Twedell, Oklahoma Free State Fair, "Night Club Operations;" S. F. Dadson, Central Canada Exhibition, Fair Exhibitor's Party, and J. C. Huskisson, Florida State Fair, who will talk on "Everybody Loves a Parade."

The International Motor Contest Association, will hold its annual meeting in the Crystal Room of the Sherman Monday at 9:30 a.m. R. H. I cIntosh, president, will handle the gavel, assisted by Frank Harris, secretary.

The Middle West Fair Circuit will meet in the same room immediately following the IMCA conclave. President G. B. Boyd, will be in the chair.

Other activities on the first morning will include the annual get-together of the Federation of State and Provincial Association

Fairmen and their wives will Mr. and Mrs. William Logan, joint managers of the Huron County Fair here, have resigned. The Logans had been with the The Logans had been with the Roy 20 Nachville secretary.

State Department of Agriculture, Dullary, Secretary and Texas Association of Fairs and Expositions, Baker Hotel, Dallas, Expositions, Baker Hotel, Dallas, Past President's Club will hold its annual luncheon at noon Tuesday. Texas Association of Fairs and be entertained Monday afternoon

Copyrighted material

Fair Assn. Meetings

Western Fairs Association, Ho-Merrill, 1015 24th Street, Sacra- secretary. mento 16, Calif., general manager.

tions, Royal York Hotel, Toronto, November 23-25. Emery Boucher, Exposition Park, Quebec, secre-

Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank H. Kingman, Brockton 16, Mass., secretary.

Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Mil-

Indiana Association of County retar and District Fairs, Hotel Severin, Indianapolis, January 3-5. Wilpetus behind this decision was the liam H. Clark, 360 Walnut, Fran difficulty in obtaining additional parking space. Until such time

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plym-

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 7-8. Harry Berge, Carrollton, Ky., secretary-

Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secre-

allocation of funds should fair tion, Deshler-Hilton Hotel, Columsupport be divorced from racing bus, January 12-14. Goldie V. Scheible, 709-710 Riebold Build-The report of Mrs. Leon Davis, ing, Dayton, executive secretary. of Hillsboro, secretary-treasurer, showed the association to be composed of 42 member fairs and

BAD AXE, Mich., Nov. 14.— State Department of Agriculture, Building, Albany, secretary

Total Action City and Mrs. William Logan Logan City and Mrs. William Logan Logan

Box 90, Nashville, secretary.

Michigan Association of Fairs

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

Maine Association of Agricultural Fairs, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

Fairs, Dacotah Hotel, Grand Forks, January 21-23. Dick Forkner, dual discussion on "The Lure of Langdon, N. D., secretary.

tural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, sec-

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary. Pennsylvania State Association

of County Fairs, Abraham Lincoln Hotel, Reading, January 27-29. Charles W. Swoyer, Reading, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary Oklahoma Association of Fairs, Tulsa, January 31-February 1. Vera McQuilkin, P. O. Box 274, Oklahoma City, secretary.

New York State Association of

tel del Coronado, Coronado, Fort Shelby Hotel, Detroit, Janu-Calif., November 18-21. Louis S. ary 17-19. Harry Kelley, Hillsdale,

Canadian Association of Exhibi-

that netted \$5,000 profit. The International Association success of this venture has led to a policy of attempting additional specialty shows with a view to lessening the amount of time the

Fair Managers' Association of ler Tipton, secretary.

lin, secretary.

outh, secretary.

treasurer.

Minnesota Federation of County

Ohio Fair Managers' Associa-

Missouri Association of Fairs & Agricultural Expositions, Gover- Agricultural Fair Societies, Ten nor Hotel, Jefferson City, Jan- Eyck Hotel, Albany, February 1-2.

CARNIVALS



SYD SHIPMAN, Erik Kohmann and Harry Flax, who worked midways over the nation, met recently and cut up jackpots. Shipman and Flax work hum-o-tunes and Kohmann is a sketch artist.

NSA ORDERS FURNITURE; BANQUET SALES GOOD

turnout attended a joint meeting nual banquet Wednesday evening Wednesday night (11) of the Na- (25) at the Hotel Astor. The final tional Showmen's Association and pre-banquet meeting at the club-Auxiliary, to discuss plans for the Thanksgiving Eve banquet and be held Wednesday (18), at which partake of a club-sponsored buf- dais and entertainment progress fet prepared by Frank (Shrimpie) will be put forward by George A. Rappaport. The assemblage was Hamid Sr., president emeritus. informed that orders have been placed for three new divans, eight easy chairs, and two dozen card table chairs. The club's card tables will be refinished with flame-resisting plastic tops, John McCormick said, and the most serviceable existing furniture will fund-raising work. Rappaport, be re-upholstered.

being set up as a library corner, Bovino and George Rector. walls, offering books and current publications. The corner will be complete with soft lighting, a table, and lounge furniture.

With increasing numbers of showmen coming in off the road, Ethel Weinberg reported, indications are that more than 1,000

Tinsley Org Inks 7 Ala. Fairs for '54

ANNISTON, Ala., Nov. 14.— Johnny T. Tinsley Shows has added two new Alabama fairs to its route for '54 and will return to two more after a year's absence, H. S. (Tommy) Thompson, general manager, announced. New additions are annuals at Opelika and Anniston while the show will return next year to Griffin and Thomaston.

In addition the org will repeat at three other fairs in the State, Newnan, LaGrange and Alexan-der City. Thompson, currently on

Tinsley gear is stored away at the Greenville, S. C., fairgrounds. Owner and Mrs. Johnny Tinsley have been vacationing in Kentucky, Indiana and Florida, but recently headed east to purchase two new rides and other equipment for next year's trek.

'53 Grosses Near Record, Serfass Says

TAMPA, Nov. 14.-Lloyd Serfass, owner-operator of the Penn Premier Shows, this week reported the 1953 season as among the best ever experienced by his organization.

Virtually all of the dates played were good, Serfass reported. As a result the over-all earnings pyramided to a record high.

ton, N. C.

1954 is virtually set, Serfass said. policies.

NEW YORK, Nov. 14.—A large persons will attend the 16th anrooms, 317 West 56th Street, will

> Memorial services will be held Sunday (22), starting in the club-rooms and finishing at Ferncliff Cemetery in Hartsdale. Officers ed after assurances for the dates were award be completed in time for next will offer a buffet and prizes for show a decided edge over its formerly staged in tents. NSA food counter concessionaire,

Anderson, Savannah Award World of Mirth 4-Year Pacts

Long-Term Pacts Give Show Edge; W. Q. to Remain in Richmond

The long-term contracts, un-sual in fair-carnival relations, Bergen and Bernard (Bucky) usual in fair-carnival relations, are particularly so in the South. The dates involved give the show an assured two weeks in November at the very tail-end of the season and at a time when it is particularly difficult to find enough money dates to go around.

The dates are now set for Savannah to include Armistice Day. Anderson will precede it and follow the Augusta (Ga.) Fair. five consecutive years. Frank Bergen, general manager, reported the competition for the dates keen, as always, because of their late-season timing.

1954 Fairs All Booked

The show's fair route is now complete, Bergen said. The dates, from Canada thru the Deep South, are booked solid. This announce-

competitors. Anderson is the only date held by the World of Mirth grounds at Florence, S. C., were

NEW YORK, Nov. 14. - The derson had a policy of awarding planned to store the cars was un-World of Mirth Shows this week midway contracts to shows not safe. As a result the show reannounced the signing of four- more than two years in a row. turned to Richmond, Va., where it year contracts with the Anderson (S. C.) Fair and the Savannah (Ga.) Fair.

In 1952 the World of Mirth played the event for the third consecutive year. The Cetlin & Wilson Quarters Available

> Allen, concession manager, next week journey to Ottawa for the signing of the midway contract with the Central Canada Exhibition. The advisory and finance committee of that event has already recommended the World of Mirth and, for the first time, approved the awarding of a con-

5-Year Pact Hoped

Bergen and Allen expressed the hope that they will receive a contract for the full five years, explaining that this would make it possible to add a number of semipermanent units.

Concurrent with the announcement of the awarding of the ment was made last week. The midway contract in Savannah, the long-term contracts were award- fair board reported plans for a

An area near the entrance is will be helped by George (Corky) in recent years that has had a canceled when it was found that eing set up as a library corner, Bovino and George Rector. pivotal element. In the past An- the trackage on which it was

The building used formerly at Richmond is again available, Bergen said. For a time it appeared that no building would be available at Richmond and this was one of the principal reasons for the planned move to Florence.

Savannah was reported okay altho inclement weather affected the gross. The show had to tear down in the rain and this necessitated the drying out of all can-vas before the final packing for the home run move.

The train was in Richmond yesterday and the equipment is being put away today.

SEPTIC TANKS **DELAY OPENING** OF MSA HOME

Week's Lag Seen; Latin Quarter Is Site of Banquet

MIAMI, Nov. 14.—Installation of septic tanks behind the building has delayed the awaited opening of the new Miami Showmen's Association clubhouse. It is expected that this action, required by city inspectors before the home can be occupied, will be completed in a week or 10 days. During the delay, President William tions. More and more Negroes Cowan announced, the next meetare filtering into the larger events ing will be held Tuesday (17) at the Electrician's Hall at which all officers will be present and the decision will be made or purchase of new furniture.

> Patrick J. Finnerty, chairman of the banquet committee, reports that the annual banquet and ball will be held in the Latin Quarter on the Causeway to Miami Beach. The Year Book committee reports \$5,000 in to date, assuring that the goal of \$10,000 will be reached.

> With 732 new members having joined the MSA this year, the club's total membership is now 1,758. Three more members have forwarded enough applications to qualify them for gold membership cards. They are Fitzie Brown, Ross Manning and Ed Horwitz.

> On the sick list are Jack Rose, at Bay Pine Hospital in St. Petersburg; Red Hicks, at Veteran's Hospital in Coral Gables; Moe Fishman, at Mount Sinai Hospital in Miami Beach; Johnny Appelbaum, at Veterans Hospital in Coral Gables, all Florida. Also, Benny (Dutch) Rosenberg, at An-derson, S. C., Hospital and Tommy Carson, at the Carolina Motor

Court in Asheboro, N. C. Kindle, Edwards **Are Named Lenz**

Southwest Reps

ARANSAS PASS, Tex., Nov. 14.—Pat Kindle, who heads an insurance agency here bearing his name, and Jack Edwards, veteran showman, who makes his home here, have been named representatives of the Charles A. Lenz Agency to handle show business accounts in the Southwest.

in California.

Convighted material

TREND SEEN CONTINUING

Dixie Earnings Gain Importance In Over-All Unit Season Grosses

NEW YORK, Nov. 14. - Per- - much of which has been si- holding more money than ever centagewise the South is building phoned out of the North-has up an increasing importance in added greatly to the over-all incontributing to the seasonal grosses of traveling units.

The strength of the earnings possibilities have been especially noticeable in the last couple of years as spending in the North has leveled off to some degree. While the earnings in the North are likely to be fairly static in the future, contingent, of course, on the weather and local economic conditions, the potential in the South will continue to grow, many operators believe.

The continuing progress toward diversification which will it was the grosses were hurt, further strengthen the Southland's economy means that bigger grosses will be possible, come rain or shine. The constant growth of industry in the South

This year offered a good example of what the growth of industry means to the South, its fairs and the carnivals that play them. An all-summer drought cut into and delayed the harvest of tobacco, a principal money crop. Without the industrial earnings that have been growing in the golden tobacco belt, the midway earnings would probably have been very slim, indeed. As naturally, but the earnings at many events were still good.

come and provided a perfect

Industry \$\$ Aid

hedge against crop failure.

When crops and prices are good, industry is more than likely to be going full blast, too. This makes for a potent situation and it can safely be said that the fairs and carnivals are going to wind up big winners when the industrial and agricultural gears are properly meshed.

The per capita spending at many events in the South is reported much better than at comparable dates in the North. If they are holding money the Dixie folks will spend it on carnival attractions.

Rides Do Well

The rides, in particular, do their best business in the South where their novelty value is retained to a much greater degree than in the North where amusement parks and shore resorts, plus the literally hundreds of kiddielands that have sprung up since the war, take the edge from the appeal of the carnival units.

By the same token fairs in the son. South hold more attraction, as a rule, than those in the North. In Dixie there are fewer competing units, as yet, and the once-a-year

The Negro in the South is

Bill Clark Succumbs; **Vet Show Electrician**

close.

IS SHIP A REAL FRA

for a considerable part of their over-all income as a result. In many communities Negroes run their own fairs, all of which provide good weeks as a rule for the contracting carnival. **Vivona Signs**

before and anxious for an op-

portunity to spend it on attrac-

and those fairs that have special

days set aside for them can look

1954 Pacts For 2 Events

CHARLESTON, S. C., Nov. 14. -Vivona Bros.' Shows this week signed both the Charleston County Colored Farmers Fair and the Moore County Fair in Carthage, N. C., for 1954. Harry E. Wilson signed the Charleston event, while Morris Vivona, co-owner and agent, who is on a business trip, landed the Carthage date.

Heavy rains here held down the opening of the Nergo event on Monday (9), and drizzles continued into the next day, which hurt children's day turnouts. But Wednesday (11) dawned pleasant, and the midway was jammed, with Ralph Endy's Skooter drawing top grosses. A visitor here was Joe Prell, of Prell's Broadway Shows. P. G. (Dick) Stack is functioning as legal adjuster, assisted by Wil-

Business was just fair last week in Georgetown, due to cold and inclement weather: Kids' day fair pulls 'em out in good weather or bad.

The Name of the once-a-year drew thousands of moppets, but very little money. The week proved a winner, altho not as big as had been expected, with the heavy turnouts of Friday and Saturday (6-7).

> A reception in the Wilson trailer for Honey Lee Walker and Dick Stack, married in Sumter Vivona.

a booking tour, also said several other fairs were pending. Tinsley gear is stored away at Make-Ready Starts at Tampa TAMPA, Nov. 14-Make-ready

for the 1954 season by the Royal American Shows is already well under way at winter quarters here, less than two weeks after the show closed at the Louisiana State Fair, Shreveport.

Among major projects scheduled is the installation of the show's own railroad tracks in winter quarters. Trainmaster Wallace Cobb and his crew will make the installation.

Other major projects include the construction of more new allmetal wagons, all equipped with pneumatic tires. Pope Whitman and his crew built several such wagons while the show was on the road during the past season. Carl Sedlmayr Sr., RAS owner,

has received many letters as a Even at this early date next result of the feature article titled season is promising, he said. Al- "The World's Biggest Show," TULSA, Okla., Nov. 14.—W. G. on November 6, brought remiready signed are such fairs as carried in the November issue of (Bill) Clark, electrician on the niscences from many to Sheesley ments, Lenz said they would Durham, Lexington and Fleming- Cosmopolitan magazine. The sto- 20th Century Shows since its days. Former Sheesley personnel enable his agency to provide ton, N. C. cosmopolitan magazine. The sto- 20th Century Shows since its days. Former Sheesley personnel enable his agency to provide on hand besides the Stacks and better service. He added that it Enough dates are already signed not only with the size of the had been hospitalized for several Wilsons were Art and Ann Det- was planned to add another so that the show's fair route for show but with its history and weeks following the season's willer, and also present was John regional representative, probably

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Nov. 14. - Vice-President Ned Torti was in from Milwaukee to preside at the Thursday (12) meeting. Also at the table were William Carsky, treasurer; Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and past-presidents J. C. McCaffery and Lou Keller.

Welfare committee reported the sick list included Harry Mamsch, Harry Atwell, David Swarthout, Ray Marsh Brydon and Frank Daniel. No late word on John Enright. Membership was saddened by the death of Charles Shubb in San Antonio.

A total of 152 new members have been added to the rolls thus Mo. far this year. Recent new ones include David Robbins, William E. Lauther, Harvey S. Wilson Jr., S. B. Berkshire, John P. Miller, Robert L. Purvis, Fred A. Mullen, Neal Carlin, Robert J. Dixon, Harry Roberts and H. E. Mc-Callum.

Convention week schedules have been mailed. Ways and means committee is busy with the final stages of the contest to select Miss Outdoor Show Business. All convention committees preparations for the busy week.

Members turning out for their first meeting of the fall included Tom Sharkey, John F. Courtney, Andy Kasin, Johnny Criss, Harold Barrows, Charles E. Wilson, Al Sweeney, James Campbell, Leonard Sacks, Jack Duffield, John V. Dundee and Robert Hughey.

Recent clubroom callers included Andre Dumont, Charles Zemater Sr., Chick Bohdan, Henry Polk, Mel Harris, Silent O'Brien, Chick Schloss, Tom Sharkey, Joseph Shapiro, Morris Brown, Chester Chapp, Rudy Singer, Al Kaufman, Jess Jordan, Humpy Weeks, Jack Kaplan, Walter Nealand, Dave Malcolm, Harry Cherniak, Louie Berger, Harry Ramsey, Jess Wrigley and Maxwell Harris.

Regularly scheduled meeting of November 25 was postponed to November 28 and will be held in the Hotel Sherman. December 2 meeting will also be held in the Sherman. Secretary is holding mail for James L. Garitt and Robert A. Bauman.

Ladies' Auxiliary, Hotel Sherman

In the absence of President Mae G. Taylor, First vice-president Lucille Hirsch presided at the Thursday (22) meeting. Other officers present included Viola De Soto Hotel, Hot Springs, Ark. Moore, second vice-president; Mrs. Ann Belden, third vice-president pro-tem; Mrs. Carmelita Horan, treasurer, and Elsie Miller, secretary. Invocation was given by Margaret Filograsso, chaplain.

vention week includes open house Brown, from Los Angeles. November 27-December 1 in the | A welcome home party was held Hotel Sherman's Emerald Room in the clubroom Saturday night and the installation dinner the (7). There was dancing to Ralph

Louis XVI Room.

Mae Taylor's daughter, Jerry Masonic Hospital here after suf-Others on the sick list include Billie Wasserman, Alice Hill, Nora Ann Raines, Nettie Henry and Marie Brown.

There was a good turnout for the Thursday (29) swap party and social. Carmelita Horan served as hostess. Grace Goss is Mrs. M. J. Doolan and Pearl Weydt.

Membership was saddened by the death of Ethel Weer's brother, Fred Waite, recently in Tampa. Burial was in Maquoketa, Ia. Also by the death of Miriam Farris' husband, Paul, in Chaffee,

The November 26 meeting will be held November 27.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 14.-Best turnout of the season was on hand for the Monday (9) meeting which was called to order by First Vice-President Fred Silber.

Douglas Brown has moved to are busy making last-minute Miami Beach where he recently purchased a hotel. Mr. and Mrs. (Pork Chops) Ginsburg were scheduled to leave this week for a Los Angeles vacation, but will return in time for the Christmas party.

Nomination petitions are out, Response from the fund drive books is good. The sick committee reported Tim Galo is out and feeling well.

Ladies' Auxiliary Clara Silber, first vice-president; committee. Ann Stone, second vice-president; Revel Galo, treasurer, and Gerry Barber, secretary pro tem.

Correspondence was read from Jennie Hesher, the senior and junior Lysingers, and Muriel Clemente, who is in a Battle Creek, Mich., hospital.

Hostess Frances Moran welcomed Mayse Pence, Revel Galo, Ruby Widger, Ethel Emerson, Irene Gordon and Julie Garney. Margie Mansell took the door prize.

Petitions are being drawn up for candidates for office. Election is set for January 11.

Hot Springs Showmen's Association

Ladies' Auxiliary

called to order by President Vivian Zimdars. On the rostrum with her were Caroline Holt, first vicepresident; Pearl Weydt, second Secretary Miller reported re- vice-president; Grace Goss, third turns from the cancer fund drive vice-president; Ethel Cutler, treaswere being received in good urer, and Jackie Wilcox, secreorder. Viola Moore, chairman of tary pro tem for Billie Owens. the ways and means committee, Edna Mae Goldberg, Billie Woods, announced the receipt of many Evelyn Baker and Dorothy A. Dale donations for the bazaar to be were admitted to membership. held during the Chicago meet- President Zimdars welcomed Anna ings. Club's schedule during con- Dolan and her guest, Mabel

A son, William Lowell, was born with him were Al Weber, treasrecently to the Dwight Bazinets. urer, and Al Flint, executive Muscarelli, is confined to Illinois Date for memorial services and secretary. unveiling of the showmen's monufering serious injuries in a fall, ment has been changed from November 15 to 22. Daisy and Carl Fritts were welcomed home. Mrs. Fritts is chairman of our food Joe Steinberg and Frank Merrow committee and served a baked beans and ham dinner.

Ticket posted by the nominating Petsinu of Miami. commi e for 1954 officers included Caroline Holt, president; banquet and ball committee, rewintering in Hot Springs. Also Jackie Wilcox, first vice-president; at the Arkansas spa are Mr. and Mattie Bybee, second vice-president; Ethel Cutler, third vicepresident; Bonnie Wheatley, secretary, and Irene Ogle, treasurer.

> (9) card party were Daisy Fritts and Ethel Cutler. The award Party is on Monday. Steffin is donated by Grace Goss was won lining up radio, television and by Anna Doolan, a "isitor. Penny bags sent out last spring are coming in well. Plans are under way for the annual banquet and ball November 19 at the Pines supper

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Nov. 14 .-President Jack Christensen was in the chair at the Monday (9) Sapiro, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary. Also on the rostrum were Mr. and Mrs. Barney Stevens, Sam Landesman, James McCaffery and Tony Ortega.

With the bazaar just one week away most of the meeting was devoted to last-minute preparations. Prizes of high quality will be awarded and a buffet style President Dottie Miller handled dinner is planned. Entertainment the gavel at the Monday (9) will be provided by Duke Navarmeeting. Also at the table were ro, chairman of the entertainment

The banquet committee, Lester Carrie Dear, third vice-president; Hart, chairman, and Nate Cohn have made arrangements for the annual Banquet and Ball January 9 and the Memorial Services on January 10. The banquet is to be held in one of San Francisco's newest dining rooms, "Barnum's at the Beach," and a bountiful dinner is promised.

One new applicant was accepted for membership, Samuel S. Snobar. Word was received that Mr. and Mrs. Eddie Burke were again parents, a daughter October 26.

Greater Tampa Showmen's Association

Tampa, Fla.

Ladies' Auxiliary

President Betty Rodgers called The November 5 meeting was the first meeting of the season to Virginia McGee, first vicevice-president; Esther Young, third vice-president pro tem; Elsie Owens, treasurer, and Grace Fillingham, secretary.

Ella Stophel delivered the invocation and reported the sick list included Jean Wunder and Ellen Granado. Jean Thompson has recovered following a long illness.

Virginia McGee reported for the finance committee. Myrtle Jetter, chairman of the ways and means committee, thanked the following for money raised during the summer: Elsie Johnson, Mildred Gordon, Pat Richards, Bertie Perrot, Mary Delaney, Evelie Belew, Egle Sedlmayr, Betty in numbers for the convention, Gee, Kitty Burkhart, Jeri Ringlin, introduced. Some of them partici-13 at the clubhouse.

Margaret Porter, librarian, an- could and to spread good will. nounced Virginia McGee had donated 34 books to the library. Bertie Perrot, chairman of the lems were threshed out on a more garden circle, reported on the plants that have been added to on the convention floor. showmen's rest. Mrs. Perrot also

thea O'Connor. Gladys Brod took ma; Edward and W. F. Browning, tu, Consuelo Theatrical Agency, the dark horse prize.

Pacific Coast Showmen's Crafts Extends

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Nov. 14. -President Moe Levine conducted the regular weekly meeting Monevening of December 2 in the Porter's band and buffet dinner. day night (9). On the rostrum

President Levine welcomed to the clubrooms Ted Levitt, Charles Prosser, who just returned from a tour of Japan, Newton Stone, of the Siebrand Shows; Jack Snobar, Larry Nathan, and Spot

Sam Stoffin, chairman of the ported that things were shaping up for the big event at Ciro's on the Sunset Strip in Hollywood. The annual function will be held December 8 and will be preceded Hostesses for the Monday night by the Memorial Services on Sunday, December 6. The President's movie talent for the banquet and they will appear in addition to the all-star show that will be playing Ciro's.

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Ladies' Auxiliary

A funds-raising party for the new clubrooms was given recently Roger Warren, featured about 20 by Pearl Schultz and Ceasare Buz- major and 12 kid rides on the meeting assisted by Charlotte zella at the home of Mrs. Schultz. midway 1,500 feet long and 130 Porter, first vice-president; Phil Attending the affair were Kitty feet wide. The show was located Glosser, Frances Barnett, Myrtle opposite the grandstand. Brooks, Ann Whitehead, Lillian Tucker, Sydney Thomas, Elsie Keeler, Alberta Mack, Ethel Weer, Ellas Dodson, Dora Pierson, Hilda Roman, Judith Solomon, Estelle Brad, and Ruth Schreiber. Cake was donated by Mrs. Buzzella. Buffet supper was served. Fun's raised totaled \$39.

Business Light At Ore. Fair Assn. Meeting

Attraction Reps Turn Out in Good Numbers, Do Little

SALEM, Ore., Nov. 14 .- The close co-operation that exists between the carnival and attraction industry and the people who manage Oregon fairs was brought out this week at the 26th annual a buck. meeting of the Oregon Fairs Association in the Marion Hotel

The time and place of the convention represented a deference to the entertainment people, it was pointed out by Vernon Deorder. Also on the rostrum were Long, of La Grande, association president. The original dates of president; Hazel Maddox, second the confab were found to be in conflict with the annual meeting of the Western Fairs Association and were changed. Then when convention facilities at Portland -traditional site of the convention-were found to be inadequate, the meeting place was changed to Salem. Association leaders stressed that entertainment reps are deemed an important phase of the convention and that an extra effort was made to arrange the get-together so the midway and grandstand people would be able to attend both the WFA and Oregon conclaves.

The attractions reps turned out Rodgers, Ella Stophel, Esther most of them being on the meet-Young, Flo Venner, Virginia Mc- ing floor on Wednesday (11) to be Zelda Hercha, Mrs. H. E. West-brook, Jean Dellabate, Mabel of them turned out to handle the Payne, Mary Alverez, Helen Ser- hospitality portions of the seslin, Ethel Weer, Monrosa Her- sions. Little attempt was made man, and Jewel McCurdy. She at selling. Rather, the occasion also reported the annual fun festi- was used to learn the entertainval would be held December 11- ment problems of fair managers, offer suggestions where they

Some held open house thruout the convention, where often probpractical basis than could be done

Browning Bros.' Amusements | Portland.

Shows' Route Three Weeks

Will Close Dec. 6; Phoenix Fair Biz Up to Past Levels

PHOENIX, Nov. 14.—Orville N. Crafts, owner of Crafts Exposition Shows playing the midway at the Arizona State Fair here, said the show's route would be extended to include three more weeks. It is scheduled to end the 1953 season in Indio, Calif., December 6.

Business for the show on the midway is running above the previous six years. The fair closes its annual 10-day run tomorrow (15).

The annual opened Friday (6) with the biggest opening day in its 69-year history. It was the second largest attendance ever recorded. Crafts said that the entire season had been "pretty good" but that the margin was cut by increased operational costs.

Works 32 Rides

Exposition Shows, managed by

Crafts used a line-up of four Ferris Wheels. Merry-Go-Round, Lusse Skooter, Tilt-a-Whirl and Loop-o-Plane were featured. There were 10 shows and about 100 concessions.

The show also brought in 36 light towers that were used mainly on the carnival midway but some were placed on the independent. The Crafts' big top, 240 by 80, was used for exhibits with an additional 40 feet middle being installed for increased space.

Repeat at Brawley

The extension of the season gives the organization one of its longest seasons. Usually closing here at the State Fair, the show moves to Ajo, Ariz., and then to Brawley and Indio, the latter two spots in California. Brawley was played early in the spring, following the carnival's opening in Holtville, Calif., at the annual Carrot Festival February 5.

Roger and Frank Warren, George Bryant, and Al Cecchini got in some deer hunting before the opening of this event. Crafts and Roger Warren hunted near Tonapah, Nev., with each getting

Va. Greater In Barn After Winning Year

SUFFOLK, Va., Nov. 14.-Virginia Greater Shows pulled into winter quarters here after winding up its season Saturday (7) in Windsor, N. C. The route proved satisfactory with exceptionally good results at Hertford, Williamston, Ahoskie, Scotland Neck, and Farmville, all in North Carolina. Most other Dixie spots played were reported okay with the exception of Washington, N. C., which turned out a total blank.

Mr. and Mrs. Rocco Masucci, owners of the show, will tour for several weeks before returning to their home in New Jersey. Masucci will come to the winter location early in January to start work on the equipment, and until that time William C. Murray, general agent, will be in charge. Several of the personnel hit

southward for work with other shows. Those heading home included Mr. and Mrs. Buddy Monroe and son James, to Miami; (Continued on page 70)

Company, Salem, Ore.; Jack Mat-Among entertainment people lack, Jack Matlack Promotions, told of plans for a monthly pub- registered for the convention Portland; Paul Ail, Portland, prolication to be sent members of the were Earl O. Douglas, Douglas grams and concessions; Henry Greater Shows, Kent, Wash.; Ireland, Valley Sports Auto Rac-Following the meeting refresh- Monte Brooks, Monte Brooks At- ing, Portland; Warren R. Waddell ments were served by Mickey tractions, Portland; K. R. (Andy) E. G. Staats & Company, Mount Wenzik, Pat Richards and Doro- Andersen, Rainier Shows, Taco- Pleasant, Ia., and Consuelo Raut-

PACIFIC COAST SHOWMEN'S ASSN. BANQUET AND BALL



DEC. 8, 1953 "CIRO'S"

Sunset Strip, Hollywood, Calif.

All showpeople and their friends are urged to make their reservations early for this gigantic affair. Galaxy of Hollywood stars and T.V. and radio personalities.



TICKETS, \$10 PER PERSON . . . Write or Wire

AL FLINT, Sec'y for Reservations Pacific Coast Showmen's Ass'n, 1235 S. Hope St., Los Angeles 15, Calif. Other weekend events: Memorial Services, Evergreen Cemetery, Dec. 6;

Past Presidents' Nite, Clubrooms, Dec. 7. SAM STEFFIN, Chairman Banquet and Ball

HANKY PANKS

RAY OAKES & SONS

The Hanky Pank Manufacturers of America will open their new plant in Tampa, Fla., about December 15th. The new plant will be located at West Shore Blvd. and Orient St. in Drew Park, a suburb of Tampa, Fla. The plant will be fully equipped to handle all the needs of concessionaires. Business will continue as usual at the Lyons, Ill., address until the new plant is opened. The firm manufactures: Punks or Cats

for Cat Racks—Six Cats—Slot Roll Down Games—Huckley Buck Kegs—Pitch Till You Win Blocks — Dart Boards — Penny Pitch Boards-3 Ball Bucket Games-Dam Family Ball Games and many others.

We will exhibit at the Outdoor Convention at the Sherman Hotel, Chicago, Booth No. 139, Nov. 29 thru Dec. 2.

WRITE FOR OUR FREE CATALOG

RAY OAKES & SONS 7731 OGDEN AVE. LYONS, ILL. Day Phone: Lyons 3-4632 Nife Phone: Brookfield 8860

SHOW

Concession—Circus—Carnival

AMERICAN

TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10. Va. BILL SANDERS

TRAILER FOR DING SHOW

or DINER

35 ft. semi-trailer, low bed, heavy duty. Built as exhibit unit. Front and rear doors curb side. Truck doors in back. 27x8 clear area, plus 6 ft. kitchen in nose. Crew bunks, lockers, closets, Chev. tractor only 12,000 miles. Onan 3500 watt generator. Unit would make wonderful walk-thru. walk-thru or show diner. Parked in

HAROLD J. CARVER 412 Albee Bldg. Washington, D. C. Phone: Sterling 3-2280

AT LIBERTY FOR 1954 SEASON

BUSINESS MANAGER With 20 Concessions. Prefer Middle West. Have 10 spring dates lined up now, with possibilities of 7 or 8 Fairs.

Address: H. M. BOOTH (BOOTS CUTLER) 100 Sleepy Valley Dr., Hot Springs, Ark.

.....FOR SALE

Operated two seasons. A-1 condition. Can be seen operating Fairyland Park, Queens & Woodhaven Blvd., New York.

AL MCKEE

Phone: HAvemeyer 6-7743 or ILlinois 8-2079 :

WANTED TO BUY

MERRY-GO-ROUND, FERRIS WHEEL, CATERPILLAR AND ONE KIDDIE RIDE

Write P. O. Box 266, Annapolis, Md.

WANT TO BUY.

Late model Octopus, 1947 or later, with transportation (semi and tractor). Must be in A-1 condition. We will pay cash. State lowest price in first letter.

BOX D-86

c/o The Billboard Cincinnati 22, O.

FOR SALE

Rolloplane with transportation; G-2 Train complete. Making room for other rides. Will be at Sherman Hotel, November 28-December 3.

DOBSON'S UNITED SHOWS Willernie, Minn.

BRAND NEW 1953 CADILLACS \$500.00 DISCOUNT

Any body style. Never driven or titled. Regular Cadillac warranty. Immediate delivery. Bank financing.

JOHNNY CANOLE ALTOONA, PA. Phone 9347 or 3-0003

GIVE TO THE RUNYON CANCER FUND



MR. AND MRS. LLOYD SERFASS, owners-operators of the Penn Premier Shows; Garland Moss, secretary of the Chase City (Va.) Fair, and Buster Westbrook, show concession manager, were staring intently at the running races staged at the Virginia event at the time the above photo was taken. Mrs. Serfass trimmed the smart male bettors by coming up with the winner on two occasions. Altho Garland was pleased with the weather and the success of the event, he was not too happy on this particular day. His invitation for refreshments was thwarted by some culprit who preceded him and his guests. The lack of joy water was not discovered until the guests were comfortably seated with cups poised expectantly. The occasion was saved, however, when the abortive party was transferred to the sumptuous traveling club operated by the Serfasses.

Midway Confab

Dwight Bazinet, concessionaire, | (Tex) Hamilton, who finished representing an advertising novelty firm during the winter months in 19 Arkansas counties.

Mr. and Mrs. Loyd Kelley and their son, Tommy, concessionaires and agents for The Billboard on Johnny's United Shows, are in Miami where Tommy is attending school....Following a successful season with Brown & Wallace Shows, Ruth and Jay Williams have returned to their Ocala, Fla., home.

Spec Halbrook reports Byers Bros.' Shows are getting good business on their winter tour. Tag Martin has joined with two games. Clif Sullivan recently took delivery on a new Olds-

Frank Morrissey, Royal American Shows press agent, is resting now located at 2802 North Bouleat Coral Gables, Fla., with his vard, would like to hear from forfamily after closing with the mer showbiz friends. . Mr. and RAS at Shreveport. He plans to Mrs. L. E. Pope presented Mrs. return to action with the opening Pope's parents, Mr. and Mrs. Jimof the horse racing season at Coral Gables in a few weeks.

Al Kaufman, concessionaire with the Wallace Bros.' Shows of Canada, and Mrs. Kaufman announced that their son, Herbert, was married recently in Washington. The groom, who has been in these columns last week, Pete in the Army for 14 months, is was incorrectly associated with

Ray Marsh Brydon is confined in St. Francis Hospital, Columbus,

Virginia and Jimmy Davidson took delivery on a '54 Royal Spartan house trailer while playing Louisiana State Fair, Shreveport. . . . Honey Lee Walker, girl show owner, and Dick Stack, legal adjuster and concessionaire, who were married November 6 in Sumter, S. C., were guests of honor the night of the wedding at a party in the trailer of Harry E. and Peggy Wilson, of Vivona Bros.' Shows, in Georgetown, S. C. While there the Stacks renewed acquaintances with Johnny Vivona and Ann and Art Detwiller. Rachael Lilly, of the World of Mirth Shows, was matron of

Barbara LeMay and Louise Daniels closed their girl shows recently and opened at the Skyline nitery, Phenix City, Ala. Touring with them is Titanic, the "blond bomb shell." . . . Jack

Archer to Direct Santa Clara Event

SANTA CLARA, Calif., Nov 14. -The seven-day benefit for the Santa Clara County Youth Center, Inc., will begin May 25 and the promotion will be directed by Joe Archer of Burbank.

The event will feature a sports car race, auto show, fun zone, style show and queen contest. A model home is to be awarded and there will be daily prizes. Archer said there would be about 100 concessions.

The Rev. Father Walter Schmidt, S.J., is the director of the SCCYC and William Garrity, chief of police here, chairman of the concessions committee.

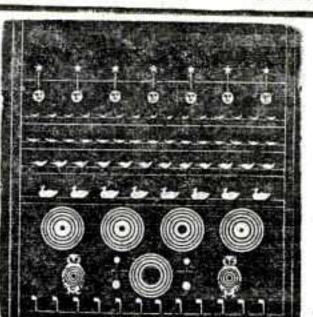
was passing around cigars at the playing late fairs recently, reclubrooms of the Hot Springs ports business up to par in South-Showmen's Association recently ern Illinois. Hamilton and his upon the birth of a son, William wife, Lois, will winter in Rock Lowell, to his wife in St. Joseph's Falls, Ill., where Mrs. Hamilton, Hospital, Hot Springs. Bazinet is the former Buddie Scott of burlesque and night clubs, is to have surgery performed on both eyes for removal of cataracts. She would like to hear from friends. Her address, Box 337, Rock Falls, Ill. . . . Mickey Percell purchased three kiddie rides from George Diamond at Youngstown, O., recently. . . . James Rapple, billposter with Vivona Bros.' Shows, closed the season with that org November 14 and returned to his home in Sharon, Pa.

> Peggy Skermer, who trouped with the W. G. Wade Shows for several years, reports that she is in Tampa nursing her mother, Mrs. G. H. Skermer, who suffered a stroke in May and is confined with a paralyzed left side. Mrs. Skermer observes her 81st birthday November 21. Miss Skermer, mie Dunn, with a granddaughter, Melanie Lynn, November 7 in Long Beach, Calif. Mrs. Pope is the former Sue Blackford.

Pete Burkhardt is finding out what it means to be the victim of a news item misprint. Pictured stationed at Fort Meade, Md. the fund-raising efforts of the Miami Showmen's Club, instead of the Tampa Showmen's Club, his true, and only, love. Club President Lloyd Serfass, and Pete himself, have since been flooded with letters, wires and phone calls calling them to task for Pete's reported efforts on behalf of another organization. Be it known to all persons (meaning Tampa Club members) that Pete was an unwitting victim. Be it also known that Pete worked hard for the club thruout the year, giving generously of his own time and money to help build for the future.



LOU KANE; his wife, Rae, and their son, Paul, posed for this attractive family portrait while operating their tremendous portable dining room at the Winston-Salem (N. C.) Fair. Rae and Paul joined Lou at Winston in time for the wind-up week at Raleigh. The week's hiatus from school was a joy to Paul. At Winston and Raleigh, Lou, a familiar figure at both events, was written about extensively in the local press to make for a perfect score for the season, since both he and his operation were written about at each of the fairs played.



IMMEDIATE DELIVERY-NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L"—8.ft. high, 10 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.

GALLERY "E"-10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal! With or without motor and belt!

ATTENTION-

SHOOTING GALLERY **OPERATORS!**

IF YOU NEED GALLERIES ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do . . . assure your future with Evans—the Gallery built to last.

Complete details in our

FREE CATALOG

Parts and Targets also available Write Today

> H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

FOR THE SEASON **OF** 1954

Would like to hear from capable and experienced Designer and Builder of Show Fronts.

Interested in any worth-while Shows and Rides. Would sell half interest in some of our Major Rides to capable operator.

Can place experienced Show Painter.

Write or see us at the Chicago Convention.

AMUSEMENT (O. OF AMERICA

203 N. Wabash Ave.

Chicago, Ill.

LOST OUR LEASE KIDDIELAND RIDES

FOR SALE

BIG G-16 MINIATURE TRAIN-500 FEET OF TRACK ALLAN HERSCHELL 3 - ABREAST MERRY - GO - ROUND ALLAN HERSCHELL SKY FIGHTER

KING BOAT RIDE Contact

Y & W MANAGEMENT CORP. 642 Illinois Bldg. Indianapolis 4, Ind.

JAMES E. STRATES SHOWS, INC.

CAN PLACE FOR THE 1954 SEASON

Attractions of merit, also major rides that can't conflict with what we have. Can place Ride Foremen and Second Men on major rides. Can place Search Light Operator who can handle three search lights and keep them operating. Have all our feature Fairs back and an outstanding route of still dates. Can place for winter quarters, Orlando, Fla., Scenic Artist and Builders. Can place for 1954 season useful Carnival People. Don't come into winter quarters until notified. All communications treated confidentially. Address all communications to

JAMES E. STRATES, Pres. and Gen. Mgr.; DICK O'BRIEN, Mgr. ORLANDO, FLA., WINTER QUARTERS

P.S.: Will be at Chicago for convention.

WANTED WANTED

UNUSUAL COLLECTIONS, ODDITIES, HOBBY ITEMS, WALK-THROUGH AND DING ATTRACTIONS. MUST BE HISTORICAL AND EDUCATIONAL. JANUARY BOOKING.

WRITE OR WIRE BOX 141 Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

DRAGO AMUSEMENTS

Now booking Shows and Concessions for two Units for Season of 1954.

FOR SALE—Late model Rensselaer Train No. 12 with 4 cars and extra track, first class condition. 24-seat Gruner Chair-o-Plane with gasoline or electric moter, complete with fence and ticket box, first class condition. Want to buy for cash, Roller Coaster made in Florida, must be in good shape. Call or write

PAUL DRAGO, 1711 E. Markland, Kokomo, Ind. Phone 4907.

Will be at the Chicago Convention, look me up.

LARGE ORGANIZED COLORED SHOW

Top flight independent showmen, see me about the State Fair of Texas before obligating yourself for 1954.

CLIF WILSON 190 N.W. 93D ST. (PHONE: 7-6536), MIAMI, FLA.

SEE ME AT THE CONVENTION, CHICAGO

ROLL TICKETS

Keystone Ticket Co. SHAMOKIN, PA.

20,000 . 12.00

50,000 ...

100,000

18.50

Copyrighted material

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Phoenix Fair Pulls 167,225 in Six Days

New Fee Grandstand Policy, **Hiked Admission Rate Clicks**

· Continued from page 61

modate the displays.

at the fair was "Hollywood on pari-mutuels was held on week-Parade," a feature presented for the third straight year by Newton jalopies and midgets had a night (Carolina) and Jo Brunson, of the each following the big car turn. Hollywood Theatrical Agency. Featured were Ming and Ling, charge of locating the parents of Dwight Moore's Canine Revue, Helen Rankin Dancers, Nancy Brooks, and Phil Arden, organist. The Ramses Troupe was a lastminute booking to replace the Carsony Brothers, who were unable to appear because of injuries suffered by Carl Carsony in an automobile accident. The Ramses, because of previous bookings, were replaced on Thursday (12) by the Ted DeWayne Troupe. Ramses along with the show drew good notices in the local

newspapers.
The Zacchinis, set to play from Sunday thru Friday, had to curtail part of their performances due to a trailer fire en route here which destroyed some of their nets and equipment. The Crego, secretary for two years, troupe also presented the Three resigned at the recent annual Eddies, trampoline turn.

The fair kicked off Thursday night (5) with the traditional State-wide press party at which more than 500 were present. Acts from the show appeared with the talent augmented by Larry (Bozo the Clown Valli, who worked the independent midway with rain on three of its five days his balloon make-ups; Harry Flax, veteran pitchman, and monogramed hat workers for Freedman Concessions, which had the August 3-7. fair fence-to-fence.

Crown Queen

Entertainment features also included a horse show directed Continued from page 62 by Marcel Delporte, manager of the Maricopa County Fair, in Mesa, Calif. The crowning of Lorraine, Hollywood; Kris "Miss Arizona" by Evely Ay, the Krenkle, Chicago.

Speed Events Pull

Continued from page 61

noted. Still dates at Des Moines and Belleville, Kan., were those

Motorcycle races proved strong crowd-pullers, Sweeney said, adding that he expects more fairs to book them in '54. During the past season, the Sweeney-White Cuba; Sylvia's Kennelkade, organization staged four motorcycle programs, two more than the previous years, and both of attendance-stimulants for the fairs at which they were staged.

New to National Speedways during the season and what Sweeney suggests may be a "first" for any major fair was dos, Sarasota; Bogino Troupe, night big car auto races at the winter dates; Whirlwinds, New Iowa State Fair. The races under York; Great Rasini, Frank Wirth lights at Des Moines lured a big dates; Ivanov Troupe, Sarasota; turnout and, as a result, Sweeney said, Iowa fair execs are now rida; English Hitchcock, Baltiseriously considering presenting more; Edyth and Whitey Boyd, two nights of racing in '54.

A banquet, attended by 85 drivers and mechanics and their wives, press and radio representatives, and racing officials highlighted the season's closing date at the Louisiana State Fair, Shreveport. Highpoint of the event was the distribution of cash bonuses to the drivers who finished the season with the highest point scores.



G. P. O. Box 1488 Detroit 31, Michigan

extended to 280 by 80 to accom- Ephrata, Pa., girl, who won the Miss America title, was a Tues-Included in the free attractions day feature. Horse racing with ends for a total of six days, and

Harrald Harper was again in lost children. However, on opening day with the grounds crowded, loud speakers were used to direct moppets to a central point with the hope that ma and pa would meet them there.

Muir, Crego Resign Posts At Imlay City

IMLAY CITY, Mich., Nov. 14 .-Harold Muir, manager of the Eastern Michigan Fair for the past three years, and Ralph meeting. Their successors have not been named.

Kenneth Ruby was re-elected president of the board with James Morrice named first vicepresident, and A. Bryant second vice-president.

The '53 run was hard hit by and wound up losing money, Muir reported. Annual will again run for five days next year,

Polack Eastern

Iowa and Deming, N. M.; Bob

George J. Keller, Tom Packs Circus; Herbie and Chatta Weber, Central America; Wallenda Troupe, Tom Packs Circus, Clyde Beatty quarters and Sarasota; Gascas, Meadville, Pa., and Chicago; Janet's Dogs and Ponies, Philadelphia; Eva Walker, Boston; Melita and Wicons, Fort Worth and Sarasota; Sheridan Brothers, England and Africa; Arrigone Troupe, Tom Packs Circus; Theron Troupe, Havana, Central America.

Al Antonnucci, Polack Western; Luciana and Freidel, Fort new additions were big Worth and Sarasota; Miss Hugette, Roger, Ark.; Flying Harolds, Sarasota; Jack Joyce's Camels, Evansville, Ind., and Sar-asota; Ed Widaman's Elephants, Thousand Oaks, Calif.; the Geral-Bobby and Rosie Harrison, Flo-St. Petersburg, Fla.; Bozo Bough, Los Angeles; Rose and Shakey-Legs Murphy, Culver City, Calif.; Sammy Wardine, England, and Eddie Ruton's Dogs, Newark, O., and dates.—Bob Lorraine.

Virginia Greater

• Continued from page 68

Tony Buzzella, popcorn and candy apple, to Miami; Charlie Drake, hi-striker, to Camden, N. J.; Hap Arnold and family to Tampa, Fla., with Arnold still on crutches since their truck and house trailer overturned and were wrecked two months ago; Ralph Cole, manager of Ted Coles Bingo, to Hazelton, Pa.; James A. Peterson and George Stortz, Cover Girl Revue operators, to Augusta, Ga.; Johnny Cabarria, concessionaire, to his Florida home, and Capt. and Mrs. Frank Allen and family, Side Show, to their Georgia home.

Ted Cole has contracted for the show's bingo for 1954.

BARNEY TASSELL UNIT SHOWS

WANT FOR KINGSLAND, GA., WEEK OF NOVEMBER 23; THEN INTO FLORIDA Don't let size of towns fool you. Strictly legitimate Concessions of all kinds

and Shows of merit. Wire this week, Soldiers Field, Savannah, Ga.

Clyde Beatty

• Continued from page 62

iarity. Louisville; Don Hayman, Allentown, Pa.; M. E. and Rhea Ethridge, Culver City, Calif.; Al Moss, Los Angeles; William Petty, Deming; Charley Franks, Los Angeles; William Moore, Houston; Arthur Hoffman, Spartanburg. S. C.; Jimmy Hamiter, Gonzales, Tex.; George Teleford, Hot Springs, Memphis and Omaha; Dave Murphy, Sarasota; George Davis, Hot Springs and Nashua, N. H.; Al Foster, Phoenix. George Hanneford Family,

Houston and Deming; Johnny and Milonga Cline, Houston and Deming; Buzzy and Tiny Gallagher Cuttin, Hugo, Okla.; Kenton Troupe, New York; Phil and Betty Escalante, Houston; Pablo Rodriguez and Ralph Marquez, Mexico City; Fermin Olive, Los Angeles; Montalvos Troupe, Havana, Cuba; Johnny and Wanda Joannides, Wichita and Kansas City; Eddie Dullum, Houston and Deming; Laurence Cross, Baltimore, Philadelphia and Deming; Roy Barrett, Houston; Ernie Burch, Houston; Arden Beecher, Natchez, Miss.; Domingo Feliz, Houston; Gene Warnke, Wichita, Kan.; Colleen and Betty Alpaugh, Houston and Deming; Beryl Smith, Rusty Sharples, Gladys Fox and Skee Dare, Houston; Victor Robbins, Huntington Park, Calif.; Willard Isley, Orange, Calif.; Al Hiltensmith, Garden City, N. Y.; Clarence Swanger, Williford, Ark.; Denny Nease, Encino, Calif.; Leo Lewis, New York; Charles Barrister, Panama City, Fla.; Mac McDonald, St. Petersburg, Fla.; Spooks Birckett, Indianapolis; Henry Paulson, Chicago; Fred Mullins, Venice, Calif.

Jack Conner, Charlotte, N. C.; Mimi Garneau, Los Angeles; Ray Johnson, Fort Dodge, Ia.; Don McGiver and Sam Alexander, Tucson, Ariz.; Jose DeLeon, Mexico City; Betty Broadbent, San Diego, Calif.; Floyd Humeston, Houston; Karl Holly, Cave City, Ky.; Esther Kesorkian, Houston; Ray Poulos, San Francisco; Woody Dutton, Los Angeles; Josephine Humeston, Houston; Marvin Hinkle, Houston; Otis Leslie, Houston; Joe Applegate, Deming; Don Floyd, Houston; Jimmy Howard, Houston; Red Fitz-patrick, Deming; Henry Griffin, Detroit; Frank Shank, Los Angeles; Archie Hindon, Los Angeles; Leon Drew, Los Angeles and George Hobbs, Houston and Deming.—EDDIE DULLUM.

Winters Opens

• Continued from page 63

shooting and gun manipulation; Frank Ladieu, roping; Kid Smith and Tony Lee, comedians and

Performance also has two baby elephants from Wallace Bros.; Bill Fee, dogs and birds; Tamara, contortion and the Mataras, foot juggling, roly-boly and hand balancing. Milt Robbins, equestrian director on the circus, is master of ceremonies.

Staff includes Winter, manager; Angela A. Winters, treasurer; Robert E. Miller, associate and general agent with two contractors; B. F. Buzzard, press; Robbins, stage manager; Mr. and Mrs. C. F. Plunkett, concessions, and the following promotion staffers: George Sheean, James Cardwell, L. F. Smith, Neill A. Ray, V. A. McNamara, Jack Kelly, Frank Snowden and Bernard James. All dates are under promotion. Show will close December 12 for the holiday period and reopen January 11. It was in Falfurrias Saturday (7) and banner stand of the first week was Edinburg, under Lions auspices, Winters stated.

Whale Still Idle

Continued from page 63

been caring for the mammal, and that it is in excellent condition. He said discussions are going on with a view toward showing it in the metropolitan area before Christmas.

"It means so much to Soegaard to show Mrs. Haroy in a scientific manner, as he did in Europe," Tegelvad said, "rather than send it on the road with carnivals or out to Coney Island." It is hoped a suitable street or indoor location can be found for the exhibit, so Soegaard can start recouping sades (N. J.) Park co-owner Irv- January 3-5, Bill Clark, secretary, his expenses. Storage costs in the ing Rosenthal, has written the announced. Originally announced

Talent Topics

Gautier's "Excess Baggage," dog turn currently at the Bellevue Casino, Montreal, will play cafe dates in Quebec and Buffalo before coming into Chicago for a round of pre-Christmas club jobs. The act is also set to play the Atlanta Sports Show, March

for November 22 include the Cyclettes, cycling act; Beebe's Hollywood Bears, Young China Troupe and the Aerial Snyders. The bill for the following week, Sunday (29) will have Marko the Chimp, Aerialetta, Four Phillips and the Balodys.

Ted Orton, knives, is in Chicago to play club dates for the next four to five weeks. Orton was scheduled to make a video appearance Friday night (13) on the "Courtesy Hour" variety show. Also coming into Chicago for the holiday season will be Eddie Ruton and his canines.

Joe Howard infos from Atlantic City that he's okay again after an illness earlier this year and expects to head for Hollywood soon to negotiate a picture role. ... Anger, Ross and Andre, comedy trio, are also recent arrivals in the Windy City.

Jerry Martin, high trapeze contortionist billed as Jaydee the Great, recently wound up a twoweek stint as the free attraction on the James E. Strates' Shows and headed for Tampa for a rest. ... Cy Riter and his comedy car

Out in the Open

Ben Allen, president of Posters. Inc., Philadelphia, has returned from a South American vacation. He brought back with him a sixfoot alligator from Cartagena, Co-

Leslie H. Hammond, a director of the Regina (Sask.) Exhibition Association, was elected mayor of Regina recently. It was his first bid for the mayoralty post. Another fair board director, L. McK. Robinson, was returned for his 14th year as an alderman.... J. W. Grant MacEwan, one-time manager of the Saskatoon, Sask., Exhibition and author of a book on Western Canadian exhibitions. was elected to city council in Calgary, Alta.

J. C. McCaffery, co-owner and general agent of the Amusement Company of America, and the meeting. Mrs. McCaffery returned to Chicago recently after a sojournn in Hot Springs. McCaffery reported that other show people vacationing in Hot Springs included Mr. and Mrs. Harry Batt, Mr. and Mrs. Eddie Brown, Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Mickey Doolan and Dave Russell.

Nellie Vaughan and Viola McLeod, Girl Fridays, respectively, of the Thearle-Duffield Fireworks Company and Polack Bros.' Circus offices, Chicago, returned to that city last week after a 15-day visit to the West Coast. They caught the Polack Western unit at San Francisco and on the way back the same show at Oklahoma City.

While in Los Angeles, they visited Charles Duffield, brother of Frank Duffield, No. 1 man in the Thearle-Duffield organization. At Sacramento they were the house guests of Opal and George Page. Among stop-overs they made were Las Vegas, Reno and Albuquerque.

Dr. G. A. Ottinger, who is seriously ill at his home in Jamestown, N. D., has resigned as secretary of the North Dakota Association of Fairs. Dick Forkner has been named to replace him.

Boyle Woolfolk, head of the Chicago booking office bearing his name, and Mrs. Woolfolk are scheduled to be back in the Windy City, Monday (16) after several weeks on the West Coast. During the combination businessvacation trip, the Woolfolks also visited Las Vegas.

recently closed his outdoor season at Anaheim, Calif. During '53 he covered many States playing rodeos, fairs and speedways.

The Five Amandis, Copenhagen tumblers who have appeared with the Ringling-Barnum cirk and are currently working under the George A. Hamid banner, were "Super Circus" TV bookings given a big spread in the Copenhagen afternoon sheet, Aftenbladet, on November 10. Boys are returning to Copenhagen to play at the National-Scala, month of December, after which they will play a five-week date in Brussels and a date at the Cirque Medrano, in Paris, before returning to fill dates for Hamid. . . . Lance King, Canadian singing cowboy, and his horse Gypsy, are breaking their jump from Copenhagen to a Lon-don circus by working a cabaret date in the Danish port of Esbjerg.

Assn. Execs Sked 2-Day Chicago Confab

CHICAGO, Nov. 14.—Problems pertaining to the operation of annual meetings will be discussed at the regular meeting of the Federation of State and Provincial Association of Fairs, in the Hotel Sherman here November 30 and December 1.

The organization, an affiliate of the International Association of Fairs and Exposition, has scheduled two morning sessions, both to be held in the Jade Room. Everett E. Erhart, Stafford, Kan., will preside.

Program will include a report by the federation's secretary, Joseph C. Bartlett, North Haven, Conn., and a report of the committee on meeting dates, which is headed by Maurice E. Turner, Huntsville, Tex. Clifford C. Hunter, Taylorville, Ill., will report on associate membership.

The Tuesday (1) session will include a round-table discussion on "Service to Our Members." moderated by Win Eldridge, Plymouth, Wis. An information session titled "I'd Like to Know" will be participated in by H. C. McClellan, Arlington, Neb.; Clyde E. Byrd, Little Rock; Rollo Singleton, Jefferson City, Mo., and Turner.

Election of officers will close

Rain Spoils Inaugural at Savannah Site

SAVANNAH, Ga., Nov. 14.-Recurring rains thruout the week severely hampered the Coastal Empire Fair, which ran last week at a new location on Middleground Road. Altho customers and show people complimented the sponsoring Exchange Club on the progress made in clearing off a 20-acre site for the fair, the weather kept crowds away. There are no permanent buildings on the grounds, but the first permanent structure is planned for next year's edition. World of Mirth Shows set up for the fair without a hitch, but wet weather thruout the week necessitated a delay while the show dried out all its canvas in preparation for packing and moving to its Richmond, Va., winter quarters

First-night attractions included Neva Jane Langley, Georgia girl who rose to the Miss America title. Opening night crowds were the best in the young fair's history, but rain put the damper on during succeeding days.

FRANKLIN, Ind., Nov. 14.-The Indiana Association of County and District Fairs has changed Gladys Shelley, wife of Pali- the dates of its annual meeting to yards have been high, Tegelvad score for the legit musical, "Little dates were January 4-6. Meeting will be held in the Hotel Severin, very understanding."

Cincinnati on November 28. A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one

WITH COPY.

DISPLAY-CLASSIFIED ADS . . .

paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH Containing larger type and white

space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Patter, Gags; combination offer comprising year subscription, four gag-packed back issues and book of heckler stopper-comic song titles, \$4. Emcee-B, Box 983, Chicago 90.

EMCEE ARSENAL (3RD SERIES) - NEW slurs, digs and insults; sock quips, prime rib-ticklers and sure-fire yockolas; also lusty verse and gusty wisecracks, all tested side-splitters, \$2. Buster Rothman's Laugh Laberatory, 473 Broadway, Bayonne, N. J. de5 GAGS TO RICHES! 200 FRESH ONE-liners plus throw ins, situation material, T-V material. We write for the tops; don't confuse with "bargain" offers; we want repeat business. Send \$5 to Channel Chat-ter, 2998 Grandview N.E., Atlanta, Ga. no21 INDIANA MUSIC PUBLISHERS WILL SUPply orchestra leaders and professional singers with free copies of this beautiful number, "The Fire of Love Is Dying." Route 1, Box 382, Richmond, Ind. no21 MUSIC ARRANGED, TRANSPOSED, CLEAN copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. B, New York 24, N. Y.

WORLD'S WORST CORN! — WE'LL GET you canceled! Trial Folio, Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no21

AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER—69¢ SIMU-lated Alligator Plastic Money Clips, 9¢ each 1,000 lots; free sample; orders f.o.b. Chicago, Ill. Walter Lufrano, 5206 Sheridan

ABALONE PEARL SEA SHELL JEWELRY.
Butterfly Wings, Novelty Dangling Earrings, Italian Mosaic, Italian Coral, Iran
Jewelry. Price list features unusual novelties. Lewis LeVine, Tropical Gifts and
Curios, 906 Tampa St., Tampa, Fla. Formerly Joseph Fleischman. no28

AMAZING OFFER!

Tailored Earrings, asst. gr., \$15; Tailored Pins, asst. gr., \$15; Stone Earrings, asst. gr., \$18; Stone Pins, asst. gr., \$18; Men's gold-plated 3-Stone Rings, gr., \$36, Sample dozens reg. price. 25% deposit. Balance e.o.d. New England Jewelry Buyers, 9 Empire. St. Providence P. pire St., Providence, R. I.

ATTENTION, HOSIERY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

ATTRACTIVE TALKING CHRISTMAS Cards; Voice on plastic tape says "Merry Christmas." Everyone buys—big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723, Kansas City 41, Mo. de5

BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line sales-men wanted; also make money with our line of Automobile Initials and Sign Let-ters. Free samples. "Ralco," X-L, Boston 19, Mass.

SSSS TERRIFIC PROFIT MAKER SSSS

Sensational Costume Jewelry Promotion! 144 pieces, all NEW, all DIFFERENT! Pins, earrings, bracelets, necks—enamel stones, rhinestone tailored. ONLY \$42.00 gross, sample 3-dozen assortment, \$11. SPECIAL FACTORY PRICES! Also religious goods FREE PRICE LISTS.
CUSTOMCRAFT JEWELRY MFG. CO., Dept. 8-9, 26 Custom House St., Providence 3, R. I.

EARN AMAZING PROFITS BY FOLLOWing our instructions; selling nationally advertised watches, etc. Enclose 25c, refundable; receive multi-colored salesmen's catalog and confidential price list. Result Sales M, 580 Fifth Ave., N. Y. no28

EVERLASTING FLOWERS FOR WHAT-Not Vases, Planters, Xmas Novelties; 350 colorful real miniature flowers, foliage, instructions, \$1 postpaid. Jebco Co., Box 34, Camp Hill, Pa. no28

FLAMEPROOF CURTAINS—THEATRICAL, Carnival, Stage, Concession Stands; all sizes and types. Wide selection colors, Fabries, Satins, Velours, Plushes, Damasks, etc. Immediate delivery. We're overloaded! You save ½ now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn. np

Genuine FUR LAMBSKIN RUGS

Beautiful Lustrous colors, Red, Green, Blue, Beaver, Grey and dark Brown, Large size, in the natural pelt form, 42"x32". These rugs retail for \$18 ea.; Dealer's price ONLY \$6.35 ea. SENSATIONAL REPEAT ITEM. ORDER 1 OR MORE SAMPLE RUGS AT \$6.35 ea. All merchandise sold on a money back guarantee.

Write for free catalog.

Dept. A, HARVEY LEWIS FUR CO.

324 Hennepin Ave. Minneapolis 1, Minn.

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no28

LADIES' NYLON HOSIERY—THIRDS, \$1.25
doz., minimum 10 doz.; Chenille Bedspreads, \$36 doz.; 15"x24" Throw Rugs, \$6
doz.; Pillow Cases, \$3.25 doz. 20% deposit
on c.c.d's. Premier Sales, Box 8177, Chattanooga, Tenn.

LIGHT REFLECTING SIGNS—RED HOT and sensible 7x11" illustrated color blended; 2000 varieties. 15 best seilers, \$1, or 10¢ for sample and catalog Koehler, 335 Goetz, St. Louis 23, Mo. no28

MAKE \$100 DAY SELLING NEW TECHNI-color Filter Screens, Puts your television in colors. Send \$2.50 for sample, Jobbers wanted. Contact Moody Supply, 3026 Mes-quite Rd., Fort Worth, Tex. Phone Valley 8017.

MAKE MONEY QUICKLY! ADVERTISING! (\$2,000 profit three weeks reported!) No investment; use credit; details free. Sureway, Box 2248-BB, Asheville, N. Car. de5

NECKLACES, PINS, BRACELETS AND Earrings, no two alike in gross assort-ments. Smart styles, set with quality stones, highly polished and plated. \$22 per gross; six dozen samples, \$12; postage extra; cash with order. Satisfaction guaranteed. Fast selling. A.A.A. Wholesale Jewelry Outlet Co., 131 W. 28 St., New York City. LOngacre 5-8549.

NECKLACES, PINS, BRACELETS AND Earrings. Discontinued line, good selection, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 6 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I. np

NEW PLASTIC MENDING TAPE, JUST press on! Repairs clothing instantly. Lightning seller. Samples sent on trial. KRISTEE 125, Akron, Ohio.

NEW! SAVES TAX MONEY! SELLS ON sight; salesmen's profit, 100%. 249, Box 9013, Houston 11, Tex. del2 OUR DELUXE TALKING SANTA XMAS Folders sell like hot cakes, 3 samples, \$1 prepaid; dozen, \$2.50. Walter B. Fox, Mo-

PAPER-MASTER BALL PENS—BANKER approved; nationally advertised; retract-able; \$6 dozen postpaid; sample, \$1. Weco Pens, 21 Portland St., Boston, Mass. no28

POCKET COMBS — ASSORTED COLORS, 100 cards 12's, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City,

QUALITY TIES — YOUR PROFIT, 140%. Catalog free, Loren Specialties, 4351-H Flournoy, Chicago 24, Ill. de5

SELL \$6 PACKAGE FAMOUS THORKON Vitamin and Mineral Tablets for \$2.96; your cost 50¢. Send \$18 for 36 \$6 packages; express prepaid, no c.o.d.'s. Authorized Brands, Box 4051, Atlanta 2, Gs. de5

SELL 22 INGREDIENTS, VITAMIN AND Mineral Tablets. 33 day supply, \$5.95 retail; your cost, 50¢ per package in two dozen lots. Sample case of assorted medicine products, \$3; cosmetic sample case, \$3; both cases \$5, for resale only; send \$2 deposit with order, balance c.o.d. Quaker Medicine Co., Box 1519, Cincinnati, Ohio.

VENDING MACHINE DISTRIBUTORS—EX-clusive state franchises offered, handle postage stamp vending machine. Write Box No. 895, Billboard, 1564 Bwy., N. Y. C. de5 80e PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Day-ton 1, Ohio.

ANIMALS, BIRDS, PETS

BABY PET MONKEYS—BONNET MA-caques, \$30; Rhesus, \$30, 4 for \$100; Spiders, \$32; Cinnamon Ringtails, \$30; Whiteface Ringtails, \$35; Squirrel Monkeys, \$22, 5 for \$100. Bronson Tropical Birds, 2228 Amsterdam Ave., N.Y.C. de5

CHIMPANZEES — CAGE ANIMALS, ME-dium size and babies, all in perfect health and condition, \$450 and up. Write for further information. Trefflich, 228 Ful-

INDIAN FEMALE ELEPHANTS, FULLY trained, 8½ feet tall, wonderful performers; full routine will be mailed on request. These animals will actually make money for you. Act can be run for five to ten minutes. Write for price, etc. Tref-flich's, 228 Fulton St., New York 7, N. Y. MONKEYS - SPECIAL FOR THIS ISSUE only; all young Rhesus, Javas, African Greens, Cinnamon Ringtails and Squirrel Monkeys, \$25 each or 5 for \$100. Take ad-vantage of this special offer. Trefflich, 228 Fuiton St., N. Y.

BUSINESS OPPORTUNITIES

EARN \$2600 MORE A YEAR FROM HOUR each evening at home laundering Venetian blinds. Others making over \$10,000 working full time! New portable machine. Free booklet. R. T. Co., 442 N. Seneca, Wichita 12, Kans.

FOR AN EXTREMELY PROFITABLE LIFE time business operate a collection agency.
Write for free details, Franklin Credit
School, Franklin Building, Roanoke 7, Va.

NEW MAIL ORDER BOOK CYCLEGRAM teaches science of life cycles; ready seller at \$1; sample, 50¢. Cyclegram, Box 301N, South Pasadena, Calif.

OWN A GARDEN GOLF BUSINESS-EXperience unnecessary; permanent income; details. Spencer Brockway, 228 N.W. 22d Ave., Portland, Ore.

PLASTIC GIRL NOVELTY IN GIFT BOX sent you for 75¢. Make money selling them. Shotwell, 4340 Lafayette, Bellaire,

PROGRESSIVE DISTRIBUTING ORGANIzations wanted. Handle accepted postage stamp vending machine, all territories. Write Box No. 895, Billboard, 1564 Bwy., N. Y. C. de5

PROFESSIONAL WRITING OF ALL KINDS. Speaches, thesis, books, contracts. EV 78229, 340 Frost St. 7F, Brooklyn, N. Y.

RADIO ADVERTISING WITHOUT RISK!
Pay "per order"! 450 Broadcasters! Details free! Trylon Advertising Agency, Box
84, Elizabeth, N. J.

ROLLER SKATING RINK AND DAIRY Queen Soft Ice Cream Store with six-room spartment; large lot, on busy U. S. Highway 51. J. B. Trowbridge, P. O. Box 97, Clinton, Ill.

TOURIST BUSINESS

6 Unit Motel, exclusive type. 3 Room Cottage. 10 Room Brick House. 2 acres ground. Everything in excellent

condition. On Route 31, near Turnpike. Fifty-five thousand dollars. TOM D. BERRY WEST NEWTON, PA.

(Continued on page 72)

The Nation's Finest Source for exclusives and

NAME BRANDS

Giffs · Premiums Incentive Awards SAME DAY SHIPMENTS

We carry complete stocks... every item first quality.

this great catalog FREE



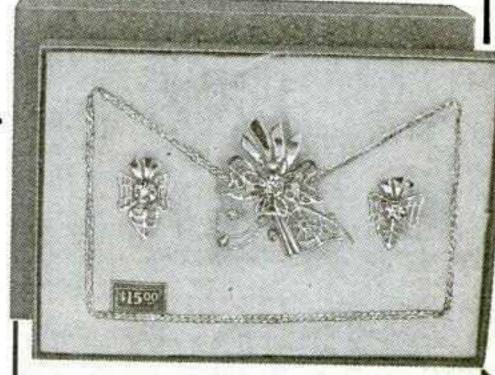
More Pages - More Merchandise More Outstanding Values

> SPECIAL COVER for your OWN NAME IMPRINT Write for Details

804 Sansom St., Phila. 6, Pa. MArket 7-8242

Visit Our Auxiliary Showroom 708 Sansom St., Philadelphia 6, Pa.

OPEN SUNDAYS 9 to 5 P.M. FROM NOW TO XMAS Temple Exclusive



LADY JUSTINE

Dainty necklace, modern costume pin and matching earrings, aglow with sparkling rhinestones and rubies* or sapphires*. Attractively gift boxed.

*Simulated

Only \$1.50 Each

Retails \$15.00 and Worth It

Minimum order \$20. Federal tax additional if not for resale. 25% deposit, balance C.O.D., F.O.B. Philadelphia.



Clip and Mail Today!

Temple Company, Inc.

804 Sansom Street, Phila. 6, Pa. Dept. B-4

Please rush Temple's 1953-'54 Catalog and Confidential Price Book. No obligation.

City Zone ... State

☐ I am also interested in your special cover for my own name imprint.

You Can't Beat BRODY

for Merchandise

We Carry a Complete Line of
TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle
Irons—BABY DOLLS—Boudoir Dolls—
PLUSH ANIMALS—Plastic Goods—
HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noisemakers—PREMIUM
GOODS—Decorations—WATCHES—
Glassware—ASSORTED NOVELTIES—
Household Goods—HATS—Lamps.
72-PAGE 1953 CATALOG AVAILABLE

72-PAGE 1953 CATALOG AVAILABLE FREE, SEND for Your Copy Today. Complete line of Items.

Xmas and New Year's 24-Page Catalog showing latest Holiday Decorations and Toys, Favors, etc.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

WATERPROOF WATCH .

Special Shockproof, Radium Dial, Sweep Second Hand, Expansion Band. Min. order six. Send check or M.O., or order C.O.D. 17 JEWELS

ALPHA Watch Co.



BIG PROFITS! Be our agent for

watches, rings, costume jewelry, mas promotions. Make big money. All merchandise guaranteed. Free 108-page colorful catalog—no obligation,

MARVEL WHOLESALE WATCH CO.

Dept. G, 211 N. 7th St., St. Louis 1, Mo.

MAKE S2 HR. SELL RA GLO SIGNS

liant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature.

To bars, stores, restaurants. New! Bril-

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, III. To Order Classified or Dislay-Classified Ads

USE THIS HANDY FORM NOW

Type or print your copy in this space:

Check the heading under which you want your ad placed:

Acts, Songs, Parodies
Agents and Distributors Animals, Birds, Pets Business Opportunities

Costumes, Uniforms, Wardrobes
Food and Drink Concession Formulas For Sale—Secondhand Goods
For Sale—Secondhand Show

Property Help Wanted

☐ Instructions, Books, Cartoons Magical Apparatus
Miscellaneous Musical Instruments, Accessories Partners Wanted ☐ Personals Photo Supplies and Developing Printing Salesmen Wanted Scenery, Banners
Tattooing Supplies
Wanted to Buy

Indicate below the type of ad you wish: ☐ REGULAR CLASSIFIED AD-15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD-\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22. Ohio	S#0
Please insert the above ad in	
I enclose remittance of \$	
Name	******************

Address City State......

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

ALL VITAI

STONES

HAND-

PRONGED

'STARLIGHT ORIGINAL" 4 PC. GIFT SET

Expansion Bracelet—Necklace— Matching Earrings

Our own Starlight Original, flashing with glamour . . . loaded with Sales Appeall Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace. safety clasp, with earrings and matching expansion bracelet. This is a real find in any market . . . ready to go like wildfire.

Complete with gold-embossed \$19.95 price tags . . . smartly packaged in a felt-clad box, satin lined. Expansion bracelet on knob-rest display pad . . . an eye-catcher with selling impact!

DOZEN

4 Asst. Samples Postpaid \$10

DAZZLING CREATIONS . . . READY FOR SHIPMENT. GET READY FOR VOLUME BUSINESS! THESE ARE HOT!

Send for Free Catalogue

Available in opals, cameos, jet onyx, coral rosettes and asst, colors,

25% deposit is required on all orders, balance C.O.D. \$20 minimum on all orders from Canada and other foreign

STERLING JEWELERS

44 E. Long St.

Columbus, Ohio

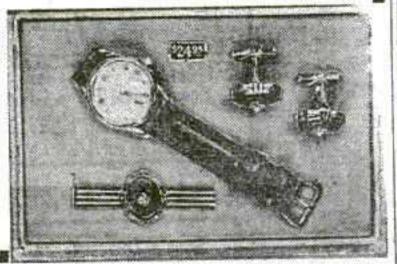
ANOTHER ARDMORE ORIGINAL

WATCH-CUFF LINK-TIE SLIDE ENSEMBLE Beautifully Packed in Hinged Box, Fine quality Jeweled Watch—With Gold Plated top —in Wafer Thin Model—With Raised Figured Numerals— Complete with Genuine Leath-

er Strap.
Including Men's Cuff Link and
Tie Slide Set — Simulated
Stone, mounted on Beautiful
Simulated Black Onyx.
\$5.50 Per Set
\$60.00 Per Doz.

F.O.B. Los Angeles. 25% cash with order. Balance C.O.D. Write for Catalog. ARDMORE DIST. CO.

707 S. Broadway, Los Angeles, Calif.



SPECIAL S48 DOZ. CALENDAR CHRON:GRAPH

"OUR BEST SELLERS" Also Round Gold-Plated Geo. Wash. model Jeweled Anti-Magnetic. A real Flash! Now Special \$54 (was \$60) dox. Price incl. matching Expansion Band.

Opera Glasses, \$8 Dz.

Also Cameras, S10.80 Dr. B. Jewelry Sales

FANNIN BLDG. CH 7427. HOUSTON, TEX.





Inflatable Rubber

high over-all.... \$7.35 dz. \$80.00 gr. 18" high over-all ... 6.00 dz. 60.00 gr.
Write for new catalog. State your business. Include postage with order.
25% deposit with c.o.d. orders.

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA



Finished Photos in 2 Minutes

dark room. Guar-anteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 21/2 x 31/2 in. Com-

Quick Photo

PHOTOMASTER

PDQ CHAMPION

Makes finished

photos in 2 min-

finishes 30 to 40

everlasting black and white or sepia photos an hour. No

Takes and

ate portable photo studio. 700% PROFIT.
Write quick, get details about the great
PHOTOMASTER.
Dept. 88 PDQ CAMERA CO.

GIVE TO THE RUNYON CANCER FUND



SOMETHING NEW FUNDER THE SUN

> IF THERE IS-YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

For the latest in gimmicks, gadgets,

novelties, premium and prize items

of ALL kinds-

THE BILLBOARD EVERY WEEK

SUBSCRIBE NOW

Low subscription rates save you more than 20% on the newsstand price,

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Name City State Zone ... State

XMAS DOLLS Sensationally Priced!



INCH BABY

CUTE ROSY

lace trimmed toddler type dress. Arms and legs of best quality latex. She cries and sleeps, A \$9.95 RETAILER FOR ONLY

\$39.00 per DOZ, FOB MACON SEND \$4.00 FOR POSTPAID SAMPLE

Beautiful walking doll with washable Saran Hair. Made of plastic, full jointed and walks when led by hands. Head moves, eyes close. Beautifully dressed in assorted out-

per DOZ. MACON SEND \$6.00 for POSTPAID SAMPLE

ALL DOLLS shipped by Express in doz, lots (too large for parcel post). All dolls individually boxed, 50% deposit must accompany all orders, no exceptions.

HEATH DISTRIBUTING CO. 3253 Vineville Ave. Macon, Ga.



SPECIAL \$50 DEAL 6 asst, above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Recon-ditioned and guaranteed like new.

RUTILE "TITANIA" GEMS

Synthetic diamonds, but more brilliant. Carat Set in 14-kt. mountings, ladies', \$10 add.; gents', \$15 add.

New Big 1953 Wholesale Catalog 25c

Wholesale only — 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

Joseph Bros. S. Wabash Av. "The Watch and Diamond House" VERREREEE BEREED.



DIRECT FROM MANUFACTURER Beautiful Better Quality Three-Piece Set with Metal Caps. Hooded point fountain pen, mechanical pencil and guaranteed ball pen, Available in four or more

colors. Attractively boxed. Gross Sample \$48.00 Boz. OTHER SETS UP TO \$72.00 GROSS.

25% Deposit, Bal-ance C.O.D., F.O.B. New York. MODERN PEN MFG. CO., INC.

395 Broadway, N. Y. 13. CAnal 6-8016

BUSINESS OPPORTUNITIES

Continued from page 71

TV INDUSTRIAL FILMS-ILLUSTRATIVE, commercial, general photography; sales \$1500 monthly; complete modern equipment; rent \$50. Apple Co., Brokers, Cleveland, O. UP TO \$10,000 YEARLY! NEW, EXCI.U-sive, Mail Order Program! Participation limited. Rush 3c stamp for further details. Pacific Advertisers, Box 4097-BB, San Diego 4, Calif. no28

\$1 MO. ESTABLISHES YOUR PERMANENT address here in Los Angeles. We forward all mail for our many customers personally and efficiently. Ellery Office Service, 1244 S. Grand Ave., Los Angeles 15, Calif.

\$2,000 PROFIT 3 WEEKS REPORTED! NO investment; advertising on credit, A real opportunity; details free. Sureway, Box 2248-B, Asheville, N. C. de5

FORMULAS & PLANS

ANY FORMULA, \$3; CATALOG, CHEMI-cal Instruction Sheet, 10c. Joseph H. Bel-fort, 192 N. Clark, Rm. 620, Chicago 1, 111.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. ja2 MED-ART TRAMPOLINE—ALMOST NEW, complete with pads, \$300. Contact H. Dravneck, 480 Lexington Ave., N.Y.C. PLaza

POPCORN TRUCK—1947 FORD; CRETORS popper, Whirlwind Floss machine, Echols ice shaver, countertop cabinets both sides, fluorescent lighting, plate glass four sides. Entire unit in excellent condition. This is one of the finest wagons in the business and is being sacrificed for \$1,950. Chairplane, Gruen, 18 ft. tower. 24 seats, late model, perfect condition, \$850; with transportation, \$1,250. John Erickson, 307 South St., Waukesha, Wis.

SPEAKERS—A NEW BATCH OF ARMY surplus Speakers complete with driver units, bargain, \$17.50. For one or two for \$30 f.o.b. Excellent, powerful outdoor units. 25% with order, balance c.o.d. Bob Noell, Gen. Del., Erwin, N. C.

1 G-12 600' TRACK, EXTRA CAR. EXCEL lent condition; stored in warehouse down-town N.Y. Contact S. C. Somerville, State Port, Savannah, Ga. de5

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND—WESTERN, \$18; FEA-tures, \$21.24; Serials, \$5 episode. Used Projectors cheap; program rented reason-ably. Roshon, 128 N. Court, Memphis 3,

BLEACHERS, FOLDING CHAIRS, THEA-ter Chairs, Outdoor Chairs, Sidewall, Tents, Projectors, Film Screens, Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD CONCESSIONS NOW FROM tested Plans: Shallow Joint, 23 games; 4-Way, 11 games; Ball Rack, 13 games; African Dip, \$5 each; High Striker, \$3; all \$20; free circular. Brill, Box 875, Peoria,

FOR SALE — CONCESSION TRAILER, 7'x10', with two Nashville double head Floss machines, one Excel Popcorn machine, one Candied Apple outfit and Sno-Kone machine complete. \$1,500 cash takes all. Kenneth Hixon, 37 Jefferson Ave., Washington, Pa.

FOR SALE TO HIGHEST BIDDER-16MM. Films, Arc, Projector, 50 watt Amplifier, Speakers, A-1 condition. F. W. Schaefer,

FOR SALE-'48 GRUNER CHAIROPLANE 24 seat, steel tubing, fence, Leroy Motor with '41 Chev truck, \$1,000; 6 car Auto Ride, complete, \$400; 6 Planes, \$75; 6 Belly Tanks for Kid Ride, \$150. At Fords Bar, Boutte, La. E. Burns.

FOR SALE — 2 ABREAST MERRY-GO-Round, Kiddie Ferris Wheel, Plane Ride, Kiddie Auto Ride, Train with 1/4 mile track and shed, also Concessions. Cash, no deals; \$8,500. F. C. Teeter, 2110 College Ave., Bryan, Tex. Phone 2-2689.

FOR SALE OR TRADE—ALL OR PART, booked and working, Midget Horse and Cow Show, Live Pony Rides, International Tractor and Van Trailer. P. O. Box 8713, Tampa 4, Fla., or Phone 3417131; no collect calls please.

GOOD USED VICTOR SOUND PROJEC-tors for outright sale, \$125 each; two for \$225. N. Camillone, 47 Summer St., Brock-

KID SWING-UP AND RUNNING; NEW Anchor top for it. First three hundred fifty dollars gets it. Berry Lankston, Mathews, La.

KIDDIE MERRY-GO-ROUND, \$500. ATTEN tion, Mr. West. Bacon, 2026 France, New

LIST YOUR RIDES! — OUR RESULTS count. Agents for show property everywhere; new or used, nationwide service. Young's Carnival Sales, 59 King St., Little Falls, N. Y. Tel. 435.

MANGELS AUTOMATIC MECHANICAL Shooting Gallery; 20 feet wide, 15 feet high, with 12 Winchester and 5 Remington rifles. Target objects include steel pond with double row of moving ducks in water. Reasonable. Jerry Joyce, 2105 Boardwalk. Atlantic City, N. J. no28

MANUFACTURE, REPAIR, TRADE ANY. thing canvas. Any size, good as new tents. What do you have or want? Smith Tent Auburn, N. Y. no28

MINIATURE TRAINS-ALL TYPES, SIZES gauges; new, used, built to order; photos, details, 50¢. Minlature Trains, 33-B Winthrop, Rehoboth, Mass. PICTURE SHOW-TENT, 40x60; FOLDING

Chairs, two Projectors, two weeks' pro-gram, two-ton truck, complete, \$1,000. Anton Fedler, Route 1, Palmetto, La. REPTILE GARDEN ON PIER-ALL YEAR open; beautiful front and inside. Will sell

spot or singles with beautiful cages. Novelty show trailer, 7x12; removable tongue, all aluminum, \$250. Reason for selling, sick-ness. Henry Salzer, 233 Marine St., Ocean Park, Calif.

7 CAR TILT-A-WHIRL, NO. 12 ELI WHEEL. Sacrificing account ill health. 1402 N. Alexander Drive, Bay Town, Tex. Virginia

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OCCA sions with our Trick Drawings and Rag Pictures, Catalog 10e. Balda Art Service Oshkosh, Wis. del2

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat-alog, 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. no28

MAGIC HEADQUARTERS FOR ACCESsories, books, tricks, escapes, nite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N. Y.

SUB MINIATURE RADIOPHONE FOR MEN-talists; weighs less than pound; easily con-cealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. no23

MISCELLANEOUS

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. del3

MUSICAL INSTRUMENTS, ACCESSORIES

GENUINE ITALIAN PIANO ACCORDIONS
wholesale, Full keyboard; junior, ladies;
cases, \$102. Sent trial, c.o.d. basis. International Musical Co., Box 168, Decatur,
III.

PERSONALS

AROUND THE WORLD REMAILING—Gifts mailed from foreign lands, business and personal address. Letters remailed from Chicago, 25¢. Relayed from other cities, 75¢. Full details send 10¢. C. Mack's Mail Order House, 5656 N. Hermitage Ave., Chicago 26, Ill. de26

LETTERS REMAILED-ROCHESTER POSTmarked, 25¢ each. Private receiving; forwarding address available; application blanks, stamp. Frederes, 739 Marshall, Rochester 11, N. Y. np

MAIL ADDRESS—USE MY OFFICE; LET-ters forwarded daily; telephone service, public stenographer, notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemi-cals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. del2

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903.
PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Chicago, Ill.

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no28

PHOTO BOOTH OUTFITS CHEAP — ALL, sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

PRINTING

ALWAYS LOWEST PRICES, SPEEDY, RE-liable service. 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger and flashier 17x26 size, \$12.50 hundred. Tribune Press, Dept. BBN, Earl Park, Ind. no28

CURTISS SHOW PRINT, CONTINENTAL, Ohio. The old reliable since 1905. Heralds, Posters, Letterheads; all kinds printing for the small showman.

PRINTED 81/2x11 LETTERHEADS, ENVE-lopes, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95. Standard copy. Postpaid. Allen, Printing Dept. BBP. Clin-ton, Mo. 628

SPARKLING EMBOSSO LETTERHEADS,
Business Cards! Dynamic engravings in
golds and colors; magicians, carnivals, erchestras, circus, etc. Samples, 10c. Be surprised. Sollidays Colorprint, Knox, Ind. 1000 PROCESSED ENGRAVED BUSINESS Cards with 1954 calendar on back, \$3.95; delivered anywhere. The Guild, 2702 Georgia Ave., Washington, D. C. no28

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future Equipment free. Hoover, Dept. U-109, New York 11, N. Y. no28

IS \$210 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special Free Trial Plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes!" Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. H-106, 173 W. Madison, Chicago 2, Ill. np

NAVY MAGAZINE, 27 YEARS OLD, wants reliable advertising representatives all sections. United States liberal commis-sions. Geo. L. Carlin, USN Ret., Finance Building, Philadelphia, Pa. Phone Locust

NEW! SAVES TAX MONEY! SELLS ON sight; salesmen's profit, 100%. 249, Box 9013, Houston 11, Tex.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. de19

WANTED TO BUY

CONCESSION OR POPCORN TRAILER— Prefer 10 to 16 ft.; must be reasonable for cash. Also Cretors 41 Gas Popper. Jim Baggot, 1533 12th Ave., Greeley, Colo. SHORT RANGE SHOOTING GALLERY built on trailer within 500 miles. Send picture and details to Warren Tams, R.R.

#5, Eau Claire, Wis. WANTED TO BUY-MERRY-GO-ROUND, 32 - 36 ft. State age, make, condition. Thompson Brothers, Altoona, Penn. no21 WANTED-MERRY-GO-ROUND AND FER-

ris Wheel. Must be reasonable for cash. Write details to P. O. Box 1939, Memphis. WANTED-TEST BOX FOR SPARK PLUG. Spark Jump, or information as where to buy. W. C. Terrell, 323 N. Emporia St., Wichita, Kan.

WANTED WITHIN CANADA—TENTS IN good condition, 20x40, 30x50, 50x80; Light Plant, 10 kw., AC.; Air Calliope, Stake Driver. Write H. Harris, P. O. Box 1545,

Halifax, Nova Scotia. WANTED - FACTORY MADE KIDDIE Rides suitable for rebuilding. First letter state kind, condition and price. E. Barber, 2510 Lagonda Ave., Springfield, Ohio.

WILL BUY USED OR NEW WIRE FLOOR Racks for 78s only. Advise amount, prices, condition. Box 228, Hubbard, Ohio.

Now-A SIGHT SELLING 75c DOOR OPENER

Spicy Profit Setup. Nominated the Top Sales Leader.

SELECT SHAKER CO. San Lorenzo, Cal.

TERRIFIC VALUES! Men's WATCH SET



Complete Deluxe WATCH & JEWELRY Ensemble

(DELUXE WATCH ALONE, \$4.75) Brand new nationally advertised watch, gold plated case and matching expansion band.
 Lustrous double-gold plated cuff links, key chain and the holder Large plush lined deluxe gift case

Written service guarantee 14K GOLD CHRONOGRAPH =



e Thin Case

Assorted Dials 1-Yr. Guaran-

• Gift Boxed · Leather Strap

(With Matching Gold Plated Link Expansion Band 60¢ Additional)

RHINESTONE DIAL LADIES' WATCH

> • Swiss Jewel movement

• 14 Kt. G.P. Case Assorted Dials with hand set brilliant rhinestones • 1-Yr. Guarantee

• Giff Boxed
• Dainty Leather Strap
(With Matching Gold
Plated Link Ratchet Band
60¢ Additional)

"DIAMOND JIM BRADY"



Gift Boxed Brilliant Rhine-stone Case Gold

with gold num-erals and hands erals and hands Swiss leweled Copy of \$250

-Yr. Guarantee • Black Suede Strap With Matching Gold Plated Link Expansion Band 60¢ Additional)

ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES \$1.00 ADDITIONAL FOR SAM-PLES. 10% Deposit with order, balance C.O.D.

SEND FOR FREE CATALOG

BROOKS PRODUCTS 92 LIBERTY STREET NEW YORK 6, N. Y.





Only \$1.98 Per Pair AGNESTRONG

20 West 8th St., Dept. A-12, N. Y. C., N. Y

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AGENT FOR LARGE MAGIC SHOW, starting first of year. State terms, how you work, etc., and references in first letter. Write Fred Story, c/o "20th Century Phantasies," 2003 22nd St., Lubbock, Tex.

DRUMMER AND ALTO SAX; OTHERS write; commercial band traveling Midwest; weekly salary; no lay-offs, Box 1031, Grand Island, Neb.

EXPERIENCED GIRL AERIALIST FOR high ladder act; long season; top salary; good apprentice will be considered; state age, height, weight and where you worked past 3 seasons first letter. Contact Jerry D. Martin, Box 8158, Tampa 3, Fla. no28 LADIES - 2 SINGING, HARMONIZING, own accompaniment on plano; also leader

pianist; winter's work; southern auditori-ums, including Florida. F. Leffell, 814 St. Paul St., Baltimore 2, Md. LEAD TENOR AND CLARINET-IMMEdiately; A-1 reader; play good ad lib.; minimum \$100 week. Johnny Gillrup, Gen-eral Delivery, Phone 2-4711, Colonial Beach, Va.

ORGANIST FOR LARGE MAGIC SHOW, starting first of February, 1954. Write stating references and lowest weekly salary. Fred Story, c/o "20th Century Phantasies," 2003 22nd St., Lubbock, Tex. no28

AERIALISTS—MALE AND FEMALE, EXperienced or will train 1954 season; high
sole, ladders. Aerial Kremarrs, 102 Gold
St., New Britain, Conn.

TENOR MAN — WEEKLY GUARANTEE;
others write. Headquarters, Des Moines,
la., Jack Cole, 1125 68th St. no21
TENOR MAN IMMEDIATELY FOR MID. TENOR MAN, IMMEDIATELY FOR MID-

west territory orchestra. Salary, no lay-offs. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

TENORMEN, ALSO ATTRACTIVE GIRL vocalist; guaranteed salary; please, no drunks; year round job. Wire immediately Klif Riggs, National Orchestra Service, 1611 City National Bank Bldg., Omaha, Neb.

TRUMPET MAN - NAME EXPERIENCE; lead, jazz, tone, range, endurance. Cut shows; large or small band. Lew Gautreaux, 509 Sixth St., Morgan City, La. Phone 2059.

WANT MAGICIAN, JUGGLER, VENTRILOquist; schools. Place circus family, ground acts; Rice Bros.' School Circus, also for Harris and Rowe. All with cars. Write J. C. Admire, Franklin St., Brazil, Ind., now.

PERSONAL MANAGER OR AGENCY to handle top singing-comedy boy and girl team. Available November 20th—now working Number 1 spot. Box C-453, c/o Billboard, Cincinnati 22, Ohio.

HOW, WANTED AT ONCE—HOT GUITAR MAN, hillbilly and Western. Must have car; good pay year around. Give full details in first letter. Box C-451, c/o Billboard, cincinnati 22, Ohio.

AT LIBERTY—ADVERTISEMENTS

5c a Word

Minimum \$1

Remittance in full must accompany all ads for publication in this column No charge accounts

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

CIRCUS, CARNIVAL CARPENTER—COnsider tourist, trailer camp; assistant to lady act. Have truck, carpenter-plumbing tools. Box 42, Rossville, Ill.

MISCELLANEOUS

SHOWMEN-NEED AN ASSISTANT? CAN write, promote, mimic, sing, gag; sober; travel; reasonable. Write "IR," 356 W. 34th St., N.Y.C.

MUSICIANS

ALL-ROUND GUITARIST AVAILABLE after first of year. Take-off and rhythm, popular or Western. Prefer "Western Swing" style of band; location anywhere. Jerry Fields, 2518 W. Grace St., Richmond, Va.

BASS MAN-AVAILABLE IMMEDIATELY: combo or band; double ballad type vocals; experienced in name and semi-name bands; good bow work; fake, read and cut shows; sober and dependable, neat appearance; age in thirties. Have own transportation. Don Bartsch, K.C. Trailer Court, 2112 As-kew Ave., Kansas City 1, Mo. no28

DRUMMER AVAILABLE — FORMERLY with "Lou Math's Orchestra"; prefer small combo; will travel; commercial and jazz; play shows; non-drinker, steady and dependable. Wire or phone "George Sloan," Ha-5052, 1119 E. 11th St., Kansas City, Mo. GIRL STEEL GUITARIST—EXPERIENCED; union; willing to travel; Western music, triple neck steel, double on rhythm guitar

and bass, vocals. Helen West, 1658 Yakona Road, Towson 4, Md. HAMMOND ORGANIST-MALE, OWN equipment. Good Hammond organ music my business; attracting carriage trade! Call or write now for an early or im-mediate booking: #309, 1026 N. Jackson St., tel. Broadway 6-9952, Milwaukee, 2, Wis.

ORGANIST — OWN EQUIPMENT; SOME piano and accordion; 27 years' experience all lines; consider joining reliable commercial unit; no one niters or bop; married, dependable; references exchanged. Organist, c/o Beacon Club, Rt. 3, Colorado Springs, Colo.

LEAD TRUMPET—CONSISTENT AND EXperienced; any style or type band; locations; transcriptions and recordings with name bands proffered if desired. 337 Webster, Chillicothe, Mo.

son St., Cincinnati 22, Ohio. no21 PIANIST-HOTEL, SOCIETY AND COM-mercial; excellent show planist and sight

reader; read and fake, play the Latins. Write full particulars, Horace W. Lasper, c/o Gen. Del., Bakersfield, Calif. PROFESSIONAL PIANIST-EXPERIENCED

Stoughton, Wis.

STEEL GUITARIST—UNION: HAVE OWN transportation. Play parts, Western or hillbilly; prefer Western dance band; will consider all anywhere. Available after Dec. 1. Write Willie Wheeler, Box 631 or Phone 6173-J, Pueblo, Colo.

TRUMPET DOUBLING VALVE TROM-bone, some vocals; read, jazz, fake; have car; travel, Address Ray, Hotel Brevoort, Hollywood, Calif.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

NIFTY TRAPEZE ACT—AVAILABLE FOR Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

VAUDEVILLE ARTISTS

COMEDY NOVELTY TEAM (MAN AND wife), doing hillbilly music and vocals; radio, vodvil, dramatic experience; free to travel on short notice. Can furnish good hillbilly band; no panics please. Jimmy Buchanan, c/o Fred Buchanan, R. #2, Iuka, Ill.

PIANIST FOR DANCE, THEATER OR radio. Will consider only N.Y. territory—Local 802. C. B. Stone, 217 East 11th Street, N.Y.C. no21

PIANIST—UNION; MALE, SINGLE, AGE 39. Commercial Dance Band. Box C-433, c/o Billboard, Cincinnati 22, O. no28

PIANIST—READ, FAKE, ETC.; EXPERI-ence, ability; sober, dependable; union. Box C-449, c/o The Billboard, 2160 Patter-

all lines; member Chicago Local #10; available for cocktail lounge or combo. Write Lloyd Jenkins, 1103 Giles St.,



To Stores, Homes, Of-fices and Clubs, Larg-est selection of Christmas and year 'round ultra blue signs. Metal-lic foil, metallic streamers and novelties. Marvelous full or spare-time

TERRIFIC 50¢ to \$2.00 SELLERS! 2 Metallic Foil Xmas Streamers, 13x48 \$1.00 6 Metallic Foil Xmas Streamers, 13x48 \$1.00 6 Ultra-Blue Tinseled Xmas Signs, 7½x12¾... 1.00 15 Ultra-Blue Xmas Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Comedy Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Comedy Signs, 7x11 1.00 Ultra-Blue Religious Signs, 7x11 1.00
Above Samples Mailed Postpaid,

********* ORDER FAST While They Last

Famous Excel MUSICAL 16mm.

MOVIE **PROJECTOR**

Complete with 50 ft, reel 16 mm. movies and sound of music.

Regular \$39.95 value

.50 Complete Outfit

"HIT"

Miniature CAMERA

Takes clear, sharp pictures

Complete With Conuine Leather Carrying Case and Carrying Strap. Unbelievable -- Amazing Value.

> DOZEN CAMERAS

\$16.00 Sample \$1.75

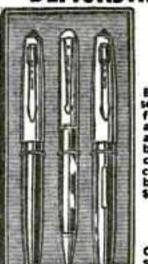
Films for Above

Package of 6 Rolls...... 60c

25% DEPOSIT WITH ORDER-F.O.B. DETROIT

GEM Sales Co. 533 Woodward Detroit 26, Mich.

DEMONSTRATORS



ATTENTION! SENSATIONAL VALUE Beautiful 3-piece

Looks like a real television set in beautiful

plastic case-terrific value. A great gift item.

Best buy of the year.

Write for our

FREE

124 Page

FULL COLOR

Illustrated

Wholesale

Catalog

STATE YOUR

BUSINESS

set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal box. Sample Set, \$1.00.

GROSS \$45.00 including tax. Orders filled the same day as re-ceived. Send 25% deposit with the order.

PACKARD BALL PEN 28 East 22nd St., New York 10, N. Y. SPring 7-7180

Sell Tinseled Xmas Signs

MAKE EXTRA XMAS MONEY!

812 Broadway, Dept. 768 New York 3, N. Y. LOWY



T 1-10" 8 pt. Keyhole Blade For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherrywood natural lacques

\$5.00 Per Doz. Sets HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black

finished handles.

\$6.00 Per Dozen
No Less Sold 10-Inch Hack Saw Blades...\$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW 26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 \$.90 ea. to a carton. No less sold... \$.90 ea.

5 WAY CABINET SAW SET 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. \$13.50 For doz. sets. 6 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 111/2" to 31/2"includes stubby recess and square shank. 75c Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

BROS. 916 So, Halsted St. Chicago 7, III.

GIVE TO THE RUNYON CANCER FUND

THE NEW MIRACLE CROSS

SPECIAL Retractable BALL POINT The new, sen-

sational, re-tractable Ball Point Pen with no-smear Ink. Carded, Bank-ers approved, guarante e d leak proof-

Special \$7.50 Per Doz.

Exquisite 3-piece parkway

\$3.00 Doz. \$33.00 Gross Retail for 50c

Storekeepers and peddlers are cleaning upl

ELECTRIC DRY SHAVER Ideal for Men & Women \$21.00 doz.

Sample \$2.00

With guarantee ticket and

price tag.



CHRISTMAS SPECIAL

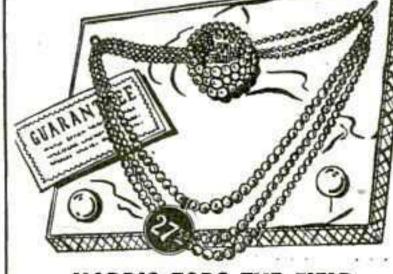
Waxed Dahlias Assorted Colors \$3.50 :::

\$30.00 80

Royal 4-piece Gorgeous Rhinestone

Rhinestone Setseach 3.00 Rhinestone Bracelets, expansion, 3 rows

Greatest Value In The Country!



HARRIS TOPS THE FIELD

With the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace-matching 3-strand indes-TREMENDOUS SAVINGS tructible pearl bead bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk-lined, velvet-Setseach \$ 3.50 Ladies' Dunhall Watch and Compact covered box with \$27.50 price tag. Setcomplete 10.00 La Amour, exquisite, 4-piece

Sample \$1.50 \$12.00 Doz. 4 sets, minimum order.

This is a terrific flash and sells on sight. Canvassers and agents are cleaning up,

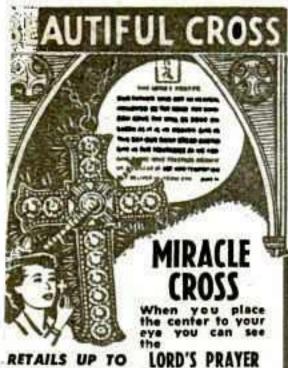
and CHAIN With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box. Dozen



in a mirrored box.....each. 2.50
Tie Slide and Cuff Link Sets,
assorted designsdoz. 8.00
Rosary and Shrine, complete.....each 1.50
All Jewelry Sets Boxed in Beautiful
Silk-Lined Gift Boxes Rhinestone Setseach 2.50
Fifth Avenue, La Amour
Jewelry Setsdoz. 27.00
Assorted Beautiful Earringsdoz. 4.00
Scatter Pins, 50 Scatter pins, 50
different designsdoz. sets 3.75 er or each We ship same Fluorescent, Red, Plastic CHRISTMAS &

(This is our only store) 1102 Arch Street Philadelphia 7, Pa. SEND FOR LATEST CATALOG Phones: MA 7-9848 WA 2-6970

from Houston. Wails Eddie,



RETAILS UP TO \$6.95 EACH

clearly and dis-2999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.

\$48.00 Gross

#999-G. Same as above, heavier thain in beautiful gold finish. \$6.00 \$66.00

Sensational Profits !! EVERY DAY !!



Hancy 3.85 S45.00 Gold finish. White brilliant center. Red sides.

No. 185

Full

of Life:

Firel

Bril-

Deposit with all C.O.D. orders. Please state your business. Rated whole-salers, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

GENUINE CUBAN ALLIGATOR BAGS

Beautifully Fitted, Large Size (7"x11") Shoulder Straps, Honey Color, full skins head and feet (plain if desired).

Now priced for volume sales at only

In quantities of 3 or more, samples \$1 extra post paid. Other styles from \$10.50 up. Send \$36.00 for our special sample asst. of our 3 fastest sellers post paid. Sorry no catalog, for resale only, order now.

PREMIER CREATIONS 11295 Biscayne Blvd. Miami, Fla.

JUST IN TIME FOR BIG-PROFIT

XMAS SALES!

NEWEST LIGHTING ACCESSORY

that EVERY CAR OWNER WANTS!

Here's the item you can sell to every safety-minded

car owner! Not a toy . . . not a "gadget" . . . but a real "traffic light" in miniature. Instantly, automatically signals following cars to STOP . . . GO . . . SLOW

DOWN. Beautiful streamlined design, gleaming chrome

plate finish. Complete with all parts and instructions -

● MOUNTS ON TRUNK OF CAR ● EASILY INSTALLED ● NO HOLES TO DRILL ● THEFT-PROOF—WEATHER-PROOF

In Dozen Lots

6 Doz. Lots \$4.25 each

SINGLE SAMPLE \$ 195

ONLY

nothing else to buy. A sure-fire seller!

BIG-VOLUME

FOR AGENTS,

... PITCHMEN,

DISTRIBUTORS

... DEALERS,

SELLER

Pipes for Pitchmen

By BILL BAKER

ROCKY O'HARA . . lettering from Watervliet, N. Y., misplaced a treasured book which what our friend Rocky has to say, ditions prevailing in certain localities are pretty much appreof unnecessary travel and exon pens and costume jewelry.

THIS COLUMN'S

lost-and-found department continues to ferret out some of the old-timers who seem to have been hiding out for the past several years. Get a load of the distress howl penned by Eddie DeBold

SENSATIONAL CLOSE-OUTS -

Luxurious Satin-Plush Pandas, 33" high, 19" wide. Most beautifully made Panda you've ever seen. This fast moving item going quickly at the terrific low price of \$33 doz. Colorful, sturdily constructed, 19" Pandas with Corduroy Vests, packed in cellophane, \$10.80 doz. Adorable, multi-colored 16" Panda, cellophane packed, \$8.40 doz. Plush Scotties, 9" high, 9" wide, beautiful color combinations, \$8.40 doz. Dutch Dolls, 19", colorful native design, cellophane packed, \$10.80 doz. Charmingly attired Dutch Doll, 16", gorgeous colors, cellophane packed, \$8.40 doz.

NEW FREE CATALOG

BURKE 10 W. 27th St., N. Y. C.

says: "It's nice to see all the contained the names and adold names in the missing persons dresses of many of my good bureau of the Pipes column, espe- friends in pitch circles and I woncially Eddie Gillespie's. The last der if you would help me contact time we worked together was them so I can make up a new Christmas in Frisco and L. A. Ed- list?" Here are the names of some die was working a store and I of the ladies and gentlemen who was delivering gas mantles and appeared in Eddie's little black wooden nutmegs to houses to good | book. Eddie Gillespie, Mr. and returns and working shredders Mrs. Griffith (Kay and Griff), Irat nights in the parking lots. ving and Ruth Livingston, Tom Sorry to hear that the place Kennedy, Mr. and Mrs. Golden, folded up for pitchmen. I was Harry Dempsey, Ed Currier, Bill thinking seriously of going back Newman, Red McCool, Al Hass-there until I read Jack Schard- man, Ed Zimmerman, Charley ing's information about the town being tight." It would seem, from Russell. Losing a little black book sorry to read that Doc Guy Duncan prove to be a very serious and can passed to the great beyond" that the reports which we receive embarrassing thing at times, writes Prof. Jack Scharding from from time to time about the con- especially if your wife gets her his repose in Long Beach, Calif. mitts on it and she finds that it The ole' professor says that he contains the names and telephone ciated. They can save a guy a lot numbers of a flock of pre-marital memories. The above list seems pense. Among other things, Rocky innocent enough, so all you good is interested in hearing from any- citizens and any other members one on the West Coast, especially of the pitch fraternity who know Ed Duker Dayton and Irene. The our distressed friend pipe in here last time they were heard from so we can get him off the limb. they were running a flat store on Eddie says he hasn't done any Canal Street in Frisco. Brother pitching himself for about three O'Hara winds up with a big moan years. During that time he has about the stinkeroo takes he's been on front promotion for been getting in a store in Albany Mills Bros., Hagan-Wallace and several other circuses. At the present time he is handling the advance for the Harris County Mosquito Control Association Thrill Show and Indian Cowboy Roundup which is scheduled to bow in Houston December 23.

> MANY OF THE . . . folks in pitchdom will be sorry to learn of the death of Mrs. Marie LePierre. She was known to the trade as Marie Murphy, a veteran gadget demonstrator. She died recently at her home in Green Bay,

> TOM KENNEDY ... reporting in from somewhere between Allentown, Pa., and Kansas City, Mo. (Editor's note: The envelope showed a return address in Kansas City but was postmarked Allentown), that while he was working a few of the Michigan fairs this past season he had occasion to toss a little bull with some of his old cronies, among whom were Fred and Maggie Smith, Bill Boyce, Chief Little Fox, Lee Yandell, Charlie Ray, Glen Hosberg, Fred Krause, Jack Murphy, Pid Hale, Jack Brans-

> > NATIONALLY ADVERTISED

NATIONALLY FAMOUS

FULLY AUTOMATIC

TRIPLE

WARNING

SIGNAL

RED

when you

step on Brake

AUTOMATICALLY SHOWS:

AMBER

when you

release

Accelerator

DISTRIBUTORS! WRITE FOR LOW QUANTITY PRICES!

VISIONITE PRODUCTS CO.

3544 West Roosevelt Road . Chicago 24, Illinois

GREEN

when you

step on the Gas

combe, Neil Sheedy, Red McCool and Al Bolton. While no one seemed to be starving to death, Tom says that Red and Al were really getting their share of the loose lettuce that was laying around. Mr. K. promises to let 3 the world know of the recent exploits of his two pals, Doc Lush-well and Count Seldom Skoff, just as soon as they contact him. Incidentally Tom mentions that the Dell Publication's Inside Detective or Front Page Detective is scheduled to carry a yarn of his in a forthcoming issue about a guy who turned to stone. This all sounds very intriguing, so if he'll let us know the exact name of the magazine and the date of issue we'll all rush out and get ourselves a copy and get hep to this

writes Prof. Jack Scharding from

XMAS REINDEER Rubber Inflates 14 inch, \$2.75 doz.; \$30.00 gross. 23 inch, \$5.50 dox.; \$63.00 gross.

12-inch horse	INFLATES	
	.25 \$24.00 .75 28.80 .75 30.00 .25 36.00	

STREETMEN SPECIALS

Wind-up Santa on sled w/bell. Fur-trimmed plastic Santas

print Large Cat Balloons w/Santa .50 Ea.

special 4.00 Gr.

NEW YEAR'S SUPPLIES #18 large decorated metal Jumbo metal noisemakers,

1/3 deposit w/order, balance C.O.D. Schaffur Novelty Co. 144 Park Row New York 7, N. Y.

erce World Famous 17J WATCHES

and Ensembles

An outstanding line priced to give you fast sales action.

DISTRIBUTORS—JOBBERS Write for Details and Illustrated

PIERCE WATCH CO., INC. 22 West 48th St. York 19, N. Y. PLaza 7-0733

(Continued on page 77)

biological phenomena.

SPECIAL! LIMITED AMOUNT ON HAND



WALKING DOLL

WIDE PLASTIC

BODY Moving and rolling, flirting eyes, turns
head while
walking, nothing to wind;
fully dressed,
SARAN WIG
with PIG-

TAILS, plastic vinyl shoes and stockings. Individually boxed.

22" Walking Doll, \$78 per doz. In 6 doz. lots, \$75. \$72.00 in gross lots

18" Walking Doll, \$54 per doz. In 6 doz. lots, \$51. \$48.00 in gross lots

SELLING BELOW LIST PRICES!

22" SAMPLE PPD.\$7.00
18" SAMPLE PPD. 5.50
FREE CATALOG with sample featuring over 150 numbers of stuffed toys and dolls.

F.O.B. N.Y.C. 25% dep., C.O.D. if not rated. State nature of business.

Toy Mfg. Company 122 W. 27th St. N.Y. 1, N.Y.



IMPORTED WOVEN JAPANESE STRAW RUGS \$2 VALUE FOR \$1

For the first time, we offer this large 341/2 by 66 Rug for only \$2 retail. Low rice to you \$1 each prepaid, in lots o 3 or more. Sample cost you \$1.19 each prepaid. Each rug is fine 260 warp quality with multicolor stenciled designs in hooked carpet or oriental patterns. Rush cash, check or money order today. No C.O.D. ACT NOW.

E. CONDON

Box 204

Upper Darby, Pa.



CUTTLER & COMPANY, INC. 928 Broadway ... New York 10, N. Y.

PAPERMEN

Have several of the better Livestock publications, also the best Agriculture publication published, printed and edited. Also several good Trade publications. Write for credentials giving experience and references. WESTERN PUBLISHERS SERVICE

1923 Eudora Denver, Colorado



\$1.50 each or \$16.80 per dozen.

6 ASSORTED STYLES.

Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a pint Sparkling machine cut Rhinestones and Jewels. HAND-SOMELY Gift Boxed. Other 4 piece sets—\$1.00 and \$1.25 each.

Direct From Manufacturer **EXPANSION IDENTIFICATION** BRACELETS

Deluxe quality (Rhodium) ..\$5.75 per dex. Deluxe quality (Gold Plate) . 6.50 per dex. LADIES' and CIRLS', rhodium

for above 1.10 per doz.

SPECIAL ANNOUNCEMENT — OUR NEW,
ENLARGED CATALOG WITH HOUSEHOLD
APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES AND WATCH SETS ...
NOW READY! ALSO OUR REGULAR
GIANT CATALOG OF COSTUME JEWELRY
IN SETS!

25% with all orders, bal. C.O.D.

PACKARD JEWELRY CO.

ABOUT

ghted material

DETROIT 4, MICH

SENSATION OF 1953 XMAS SEASON LITHOGRAPHED METAL AWARD It's cute—it's colorful—it sells on sight!
Big metal buttons, 1%" in diameter,
with fold-over metal tab for clipping
to lapel or dress. Good for a laugh
anywhere — office parties — sporting
events—house parties—dances. Perfect
goodwill giveaway for business firms,
organizations, salesmen, theaters, night
clubs. Write for sample badges on your

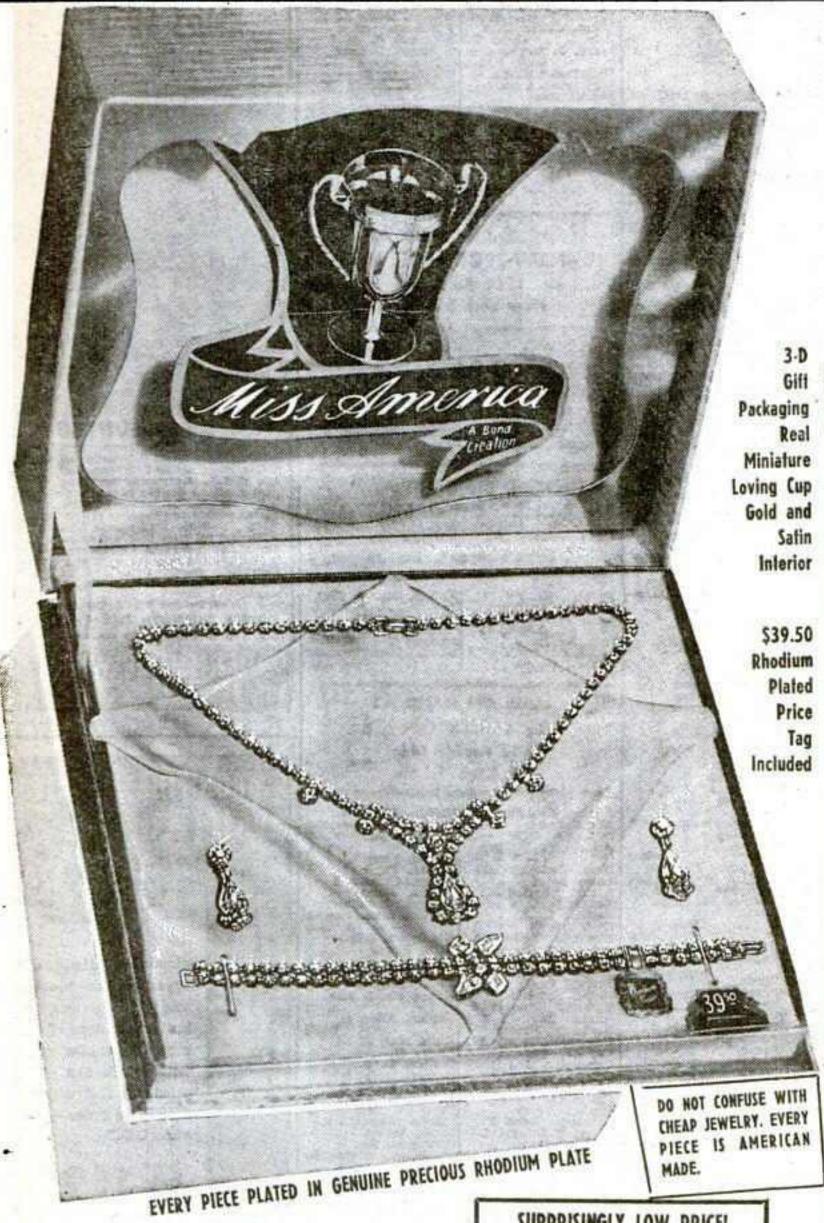
\$11.80 per 1000 F.O.B. Detroit Priced at only

別の一人 Write for Big Free (Minimum order 1,000.) Designed and produced by

Wholesale Catalog Gifts, Prizes, Novelties, Premiums.

ORGANIZATION SERVICES 8061 GRAND RIVER

All Prices Not, F.O.B. CHICAGO - 25% Deposit, Bal. C.O.D.



800% PROFIT

FIRE and ICE Jewelry Sets sell on sight at prices unbelievably low-profits fantastically high. You make up to 800% PROFIT on every single sale! You can't afford to pass up an offer like this.

SURPRISINGLY LOW PRICE!

OF 6

Only \$10.00 will bring you 2 Sample Sets of this sensational lewelry—a Set price-tagged \$39.50! Every piece a real Jewelry masterpiece. If you want fast action order now in quantities at the amazing price of only

\$48 dozen

OUTSTANDING SELLERS!

FIRE & ICE

New, Stunning Gift Box

Rhodium Plated Finish

All Hand-Pronged

Rhinestones

Low. Low Price

Now-just in time for big Fall and Winter Sales—the greatest jewelry value ever seen anywhere! Our sensational FIRE and ICE Sets—three exquisite designs in all—Each set has four exciting pieces—all with settings of beautiful simulated DIAMONDS! The Gift Box is new-3-dimensional creation with an ACTUAL MINIATURE LOVING CUP which can be removed from the box and used as separate Ornamental work of art for mantel or vanity table. Never before has such an outstanding Gift Set been offered to any Salesman-anywhere.

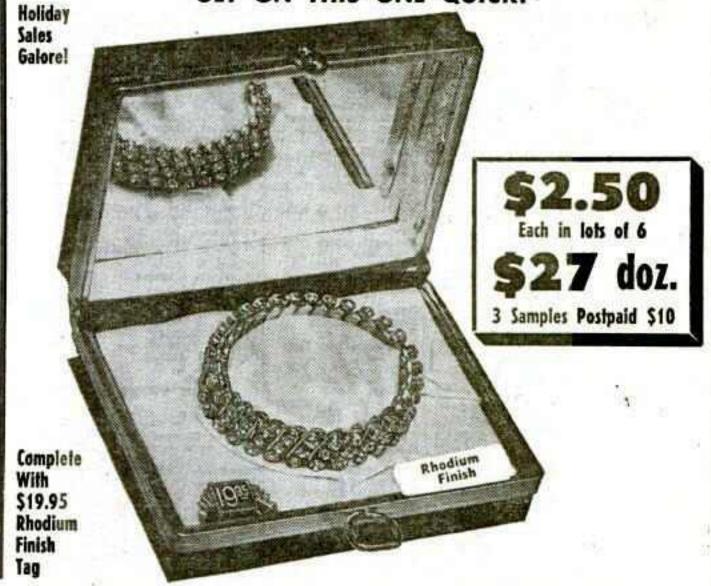
Dazzling Brilliance!

3-Row Rhinestone Exp. Bracelet

Complete With Very Fancy Mirror Case All stones pronged in. Rhodium finish. Beautifully styled in exquisite mirrored box.

You will enjoy exceptionally BIG SALES from this item thruout entire holiday season.

GET ON THIS ONE QUICK!



25% deposit is required on all orders. (No exceptions.) Balance C.O.D. Send for complete catalog.

\$20 minimum on all orders from Canada and other foreign countries.

44 EAST LONG ST., COLUMBUS, OHIO

PHONE ADAMS 4621

SEND FOR FREE CATALOG



Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today.

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business
and Type of Goods You Are Interested in.



PREPARE NOW FOR NEW YEAR'S PARTY.

Deal consists of 48 Paper Hats, 48 decorated New Year's Horns and 50 large Metal Noisemakers.

NY54—Deal\$6.80 WRITE FOR NEW CATALOG

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA



MeBRIDE JEWELRY CO. 1261 Broadway at 31st St. N. Y. 1, N. Y.

NEW-FAST SELLERS for Men & Women-BIG Profit Everyone wants these beautiful copies, Set your own HUGE profits.



WRITE TODAY CATALOG

and details. Mdse. for resale only.

Unlimited possibilities: 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Coples of expensive Diamond IITANIA GEM We sell only best quality stones 10K & 14K mtd. DES MOINES RING CO.

1155 26th St. Des Moines 11, Iowa A PROVED PROFIT-MAKER



Just the item for the Gift Season ahead! Beautiful 24-K gold-plated hand-polished cross with GUARANTEED CULTURED PEARL, grown in the living oyster. Imported direct from our office in the Orient. Nicely \$6 Doz.

\$69.00 Gross.

SAMPLE, \$1.00.

Free Price List.

TERMS: We pay postage if payment accompanies order or 25% deposit, balance C.O.D.

Customeraft JEWELRY MFG. CO. 26 Custom House St., Providence, R.I.



Big Profits Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg.Co. 303 Degraw St. Brooklyn 2, N. Y.



Write or wire today to: TRANSWORLD, 565 5th AVE., N. Y. 17



BROS. MINNEAPOLIS I, MINN.



Money Refunded Within 10 Days. Wholesale Only,

Our Special Price Banded One Year Factory Guarantee 25% With Order, Balance C.O.D.

K. & .. JEWELERS 218 West 4th St., Los Angeles 13, Cal.

SEND FOR OUR GENERAL CATALOG LISTING IDENTS RINGS PINS EARRINGS SETS, ETC.
PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL
OTHER CIRCULARS TO YOU



NO. 2400, assorted styles—per gross \$5.50

\$7.50 PER GRO. & UP Illustrations 1/2 actual size. NO. 2000, aluminum idents—per gross \$7.50

\$259850505eA FRISCO 604-606 W. Lake St., Chicigo 6, Illinois All Phones-Franklin, 2-2567

Copyrighted material

Per Gross

and up



MERCHANDISE

Our 1953-'54 catalog is hot off the press. Illustrated with over 200 name brand items beautifully photographed, this catalog offers you the opportunity of setting yourself up in your own business. All items listed in the catalog are stocked for same day shipment. No inventory necessary. We have warehouses in 5 states from coast to coast to take care of your needs. There is a blank space on the cover for you to imprint your firm name and address. Each catalog is complete with your separate confidential prices.

Send a card for it today!

STANDARD INDUSTRIES, INC. 2118 So. Wabash Ave., B-2, Chicago 16, III.



Rubber arms and legs-stuffed bodyassorted colors and style taffeta dresses and hats - closing eyes. Individually

\$36.00 PER DOZ. No sample-1 dor, minimum order packed doz. to the carton. OPEN SUNDAYS TILL 3 P.M. 25% deposit, balance C.O.D. F.O.B. Chicago. WRITE FOR NEW 1953 ILLUS-TRATED CATALOG. We carry a complete line of Xmas Toys, Ornaments and Gifts.

BELL SALES CO 1107 SO. HALSTED ST. Chicago 7, Ill:



Write for Yours Today - State Your Business BIELER-LEVINE 5 N. Wabash Ave., Chicago 2, III.

Take the lines of least resistance with NAME BRANDS



BRANDS

THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked

as received. WHOLESALE ONLY S. A. China H. B. DAVIS CO.

145-B West 15th Street, New York 11, N. Y

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

Dowdy, Clyde Drew, H. D.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Parcel Post

Cincinnati 22, O.

Burns, G. N. (2 License Plates), 58¢ Fournier, Wm. J. (License Plates), 32e Gauthier, Vera M.,

Allen, H. S.

Andreano, Frank Annin, Ralph J.

Baker, Eton Maxon

Bailey, Mrs. Kay L. Balam, Vangel Bambino, Frank Banks, Alfred A.

Barnes, Charlie & Basil Walker

Baron, Sol Barrett, Pat & Mrs. Barron, Freddie Bays, R. C.

Bazinett, Betty

Benesh, Frank Bentley, Claude Berall, Ronnie

Bond, Geo.

Bozeman, Wm. Bradley, Bill

Bradley. Thos

Brenaman, Mr. Gen.

Brown, Chas. (From

Ottaway

Boston)

Broadway, Asia Broadway, Donald

Brown, Chas. E.

Bruillette, A. Buckland, Dillie

Budd, Charlie

Brown, Jesse Brownell, Wm. H.

Bergman, Leo H. Berryhill, J. W. Bimbo, Johnny Nick Bishop, Chas. E. Bishop, Marie

Adronson, Joan
Ackley Sr., Wm. S.
Alexander Jr.,
Andrew Deperes
Alland, Maurice
Allen, Mrs. Donna
(c/o Chas. Andrew)

Bumstead, Jake
Bunch, Bob & Mrs.
Burch, Bob
Burridge, Frank H.
Burton, Howard B.
Burton, Red Burton, Red Calk, Tommy Campbell, Barnes Canady, Jack Allen, Roy Alters, Col. Lou (Side Show) Carlile, Henry Carne, Charlie E. Carver, Ella Ames, Geo. L. Anderson, Roy (Publisher) Cassidy, James J. Cassidy, Mrs. Kay Cearley, Gordon J. Cenereski, Leonard

Anthony, Mrs. Lucille Chambers, J. L. Chambers, Larry Chambiss, James Ayers, Joniy
Randolph
Ayers, Mrs. Homer
Chapman, Danny
(Aerial Chapmans) Harold Childers, Bobby D Chipman, Harry B. Christensen, Geo. Christensen, Mrs.

Cleashy, Mrs. Frank Graves, Geo. Green, Ralph Greggs, Louis Grubbs, Melb

Beatinett, Desperation of the Beckwith, Gerard Behee, Clayton Bellows, Alan G. & Mrs. Colson, V. J. Comstock, Tommy Conklin, Lola Conlin, Jonn Conway, Mrs. J. Cooley, Joanne M Cooper, Stanley Cooper, Thos. J. Copeland, James Copeland, L. C. Costa, Bob Cox, Loftin Gilbert Cox, O. C. Cox, Rocky

Bishop, Marie
(c/o Kitty Patmen)
Black, Jo Wm.
Black, W. W. & Mrs.
Blakely, Benton H.
Bloom, Bobby (or
Blum) Cox, O. C.
Cox, Rocky
Cox, Shirley Simpson
Craden, Samuel
Kenneta (Craden's Show)
Crawford, Richard
Cummins, Mrs. Lillian
Cummins, Robt. Lee

Hardman, Mrs. Vannie
Perkins, Vic Virgii
Perkins, Vic Virgii
Perry, Charles
Perry, Charles
Perry, Earl T.
Phillips, Doe
Phillips, Joseph
Picaroni, Michael
Pierce, C. B.
Harrison, Happy
Piercy, Howard W. Cummins, Robt. Lee Dailey Jr., Clell Bordman, Ernest Born, Richard H. Daniels, Ann Louise Davies, Al & Clara Davis, Don & Mrs. (Cookhouse)

Davis, James H. Davis, Jean Brennan, Mrs. John Deason, lons Desson, lona DeBold, Eddie DeMitchell, Mrs. O. Delano, Buddie J. Demetro, John Dewinter, Jeannine Dimmette Jr., R. G. Donnelly, Russell Donofio, Frank Dopieralsky, Wm. Dougherty, Chas Douglas, Jimmy

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"



Novelty All Rubber She shakes, shimmies, wiggles. Price \$17.50 Per Gross Per Dozen F.O.B.

Sensational

Milwaukee. No. 4995 BASHFUL MONKEY \$16.00 per gross. \$1.50 per dozen. No. 3927 SNAKE BOW TIE \$16.00 per gross. \$1.50 per dozen Include postage with remittance will refund any difference.

WISCONSIN DELUXE CO. 1902 N. Third St., Milwaukee, Wisc.



and EQUIPMENT 7 & 10 Color Specials

4-5-6 & 7 ups. Midgets 3,000 series-7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils-Crayons-Clips 5 x 7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order

JOHN A. ROBERTS CO. 817 Broadway, Newark, N. J.

McCreary, Mr. (20th Century) McGregor, Bobby Dufour, R. A. Dumont, Maurice McKinstry, Curtis Madame Ruby Francis (Mentalist) Dunlap, Pete Eargle, Carol T.

Miller, Ralph Arnold

Monroe, George

Morgan, John S.

Murray, Robert

Neas, Paul Nelson, Jack Nerr, Randall Nicholas, Ephrem

Nicholas, Steve Nixon, Eddie

Norton, Herbert

Pleus, Mrs. Mildred

Poe. Duncan & Mrs.

Ponch. Dick & Mrs.

Post, Wesley

Raner, George

Redfield, Cecil

Rivers, Rudolph

Roberts, Jack J.

Roberts, Josephine

Rumble, Frank Rutherford, A. C. Sando, Edward Schoknecht, Mrs.

Schubar, William L

Schweitzer, Frank G.

Settle, Jack Shafer, Billie (Hi Pole)

Schumaker, Hoyte

Schultz, Leo Schwab, Al Schwacha, Charles

Seruggs, Troy Seifer, H. L. Settle, Jack

Shaffer, Jimmie Shaffer, William Sharkey, Thomas

Shaw, Bill & Dorle Shaw, W. R. Sheaks, Floyd

Shoemaker, M. E.

Simons, Homer H.

Smith, Rose & Henrietta

Smith, Willie L. Snyder, Adelaide M. Soloff, Sam

Jim (Circus) Spears Jr., George Spitzer, Harry

Sproull, A. J. Stanley, Steve (Junie)

Starr-Barbe, Barbara

Stoffel, Mrs. Mary Stokes, Morris

Swensen, Aut Sylvin Sr., Wm.

Stein, Louie

Speagle, Diamond

Sisco, R. H. Dick Smith, Mell

Sigano, Thomas

Shields, Peral

Signor, Art

Reed, James Reibenacht, Fay Remely, Eddie

Gallery (Hills

Greater)

Elsie

Dorothey

Lee

Novich, E. Oakley, Mrs.

Morton, J. M.
Mowrey, H. R.
Moyer, Edward
Mumford, Mary
Murphy, Mrs. Maggie

Eldridge, Arthur M. Madd, E. Mallman, Mannie Marchant, Clyde Marco, Walter Ellis, Kay Engerer, Capt. E. Erkart, D. L. Evans, Addie Evans, Mrs. Ernest Marcus, Red & Mrs.
Marion, Ray
Marks, Marilyn
Marshfield, Jean D.
Martins Cafe (Prells Eunice Evans, Miller, Carlos & Iris, Evans, 35¢ Ewing. Bert Moore, Mrs. G. Exler, Jos. & V. (Book), 15c Fairbanks, Wm. Worellas, Feix 42d Fastenberg, Louis J. Farrell, Thos. R. Bdwy, Shows) Martin, Kurt Martin, Mrs. Pat Mason, Mike

Gauthier, Vera M.,

10c

Johnson, E. H. (2

Magazines), 31c

Knight, Barbara L.,

81c (2 Pkgs.)

Mrs. (License Plate),

33c

Farren,
Farren,
Ferguson, Vivian
Ferguson, Vivian
Ferguson, Vivian
Ferguson, Vivian
Fink, Harry L.
Fink, Harry L.
Finneran, E.
Finnery, James
Fitzpatrick, Catherine
Roome Mason, Harry W. Mayberry, Wayne Mayman, Gilbert & Merritt, Floyd & Mrs. Merritt, Mrs. Kitty R. Merry Midway Shows Meyers, L. Z.
Mikloiche, Joseph
Miles, John A.
Milford, Delmavie
Miller, Mrs. Edith

Fitzpatrick, Walter Flickinger, Chas. N. Folk, Carl J. Fowler, Mrs. Carl Frank, Edw. Frank, E. John Frederick, Archie & Rab Millsap, M. J.

Babe Minden, Mrs. G.
Mintzer, Mrs. Dolly
Mrs. Mitchell, Archie
Morris Mitchell, Mark
Moran, Chet

French, Mrs. Pat Friedenheim, Mrs. Frierson, H. L. Gambino, Jos. Ganote, W. D.

Garitt, James L. Garrett, John M. Geer, Frank Gibson, Benj. A. Gibson, Oscar Gilmare, Roger Girouard, Anthony Goldstein, Sam Gomez, Dolores Goodson, Sam Goodwin, Joe Gordon, Robt. T. Church Jr., Chas. C. Gorman, Tex. Cibull, Mrs. Gertrude Clark, Johnny Grauman, Saul

Green, Ralph Greggs, Louie F. Grubbs, Melberta O'Connor, Edward O'Connor, John J. O'Hara, Frederick Oliver, Jack O'Malley, Michael & Guillano. Chas Guptil, Ralph Haffords, Albert M.
Halin, Heinie
Hall, Mrs. Alidane
Hall, Edw. T.
Hall, Mr. Marcellous Ortegus, Leonard Palmer, Speedy Hall, Ward (or Bobbie Pardee, E. C.

Derran)
Hankins, R. S.
Hanson, Al
Hansen, Mickey & Paulineo, James

Hanson, Al Hansen, Mickey & Paulineo, James Bill Peck, Curtis W.

Pierce, C. B. Piercy, Howard W Harrison, Happy (Animal Circus) Pike, Estelline Hassen, Tom Hayes, John A.

(J. & B. Show Hazzard, Robt. C. Hedgecock, Carlton

Price, Arthur Purvis, Cecil & Francis Helke, Frank Helm, Jack Hendricks, Ed & Mrs. Henson, Kenneth Herbert, Harold Qualls, Knox Radler, Paul Ralston, Mrs. Vaughn Herron, Jimmie Raymer, Ford & Mrs. Read Jr., Payton R. Reed's Shooting (Wild Life)

Hightower, Don Hileman, Alfred G. Hill, J. E. Hines, Miss Jackie Hirsch, Bennie Hodges, Mrs. Grace Hodgini, Edward

Hoffman, Mrs.

Margaret
Hogerman, Jake
Hohn, Walter
Rescott, Joseph
Ressell, John I.
Rice, Mrs. Ruth
Rieder, Laurence P. Holmes, Dimples Holston, Mrs. Rose Houston, Mr. Lee Houtas, John Hudspeth, Earnest Hugar, Jerry E. Hunter, Bill Hunter, Harold Ice, Geo. V. Jackson, Harry H. Jacobs, Lou (Clown)

James, Ray Johnson, Mrs. Josephine Johnson, Kenneth Johnson, Robt. J. Schweitzer, Fra Johnson, Mrs. Spader Scott, Frances Jones, J. C. Jordon, Kenneth E. Judy, R. F

Kabacker, Robert Kalbaugh, William D. Kaler, Tex C. Kane, Mark Kase, Russell & Mrs. Kasler, Wendel H. Keen, F. C. Kelly, Frank Kelly, Marge V Kelly, P. E. Kepley, Dixie

Kepley, Dixie
Kernes, H. A.
Keyes, James Sidney
Kibel, I. H.
Kight, Mearline
Kimris, Les
King, Mrs. Luki
King, R. C.
Kirk, Homer (Moe) Kite, Ruth Kleban, Harry Knapp, James F. Knauss, Larry

Knight, Barbara Louise Knight, Herman Stevens, William Stewart, Donald J. Stikes, Beverly Stockdale, Benjamin Knipp, Allen H. La France, Lillian La Morris, Wm. Frederick La Rue, Ronnie

Lamb, Mrs. L. B. (L. B. Lamb Shows) Stowers, John Leroy Strunk, Ledford Landreaue or Sullivan, Joe Sullivan, Phillip Sandreaue.

Lane, R. R. Lathowski, Jack Lauthers, The Carl J. Talbert, Edward Lawton, Mrs. James Tarrant, Bert (Dearo) Le Doux, Marie Le May, Barbars Lee, Mrs. Charles H. Tate, June Tauber, Esther Taylor, N. C. Lee, Francis
Leedy, Bob
Lefebure, Mrs. J. A
Lester, Vincent Leroy
Levy, Martin
Lewellyan, John
Lewis, Cleo H.
Lilly, Mrs. Harold
Linkchorts, C. J.
Trodenshield, Carl E.
Trivaudey, Alfred L.
Tranger, Don & Alpha
Trohanovsky, A.
Turner, Albert
Raymond Tezzano, Frank Thiebault, Eddie Lee. Francis

Local Follies Revue
Logan, Ed L. & Mrs.
Loter, Mrs. Margie
Loveless, Mrs. Lillian
Loughner, Howard
Lowe, George D.
Lynn, Mrs. Annie Bell
McAllster, Tate
McCurdy, Curtis

Raymon
Vagge, Milo
Van Hooser, M. B.
Victor, Arthur
Walsh, Ed
Walsh, Joseph P.
Walton, Kenneth
Wanaus, Walt
Wandol. John
Wanous & Best

Ward, Jeffie (Mrs. John R.)
Ward, J. R. (Empire State Show)
Watkins, Clifford L.
Wavesster, Paul
Wilbur, Mary L.
Williams, Hugh L.
Williams, E. & J.
Williams, Rodger
Wilson, Burke
Wilson, G. E.
Wilson, G. E.
Winters, James W. Waycaster, Paul Welles, Joe

Whitney, Joe

Winters, James W. Wood, John J. Welles, Joe
Welchman. Mabei
Wendell, Max Gordon
Wentz, Geo. C. &
Woodall, Bill
Worth, Earl
Wright, Phil
Yenson, Duke & Mrs.
Zacchinis, The Flying
Zimmer, Florence
Zorn, Martin

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Agnew, H. L.
Buchanan, Henry E.
Cochrane, Geo. W.
Fisher, Florence
Hawkins, R. S. Jerome, Paul La Fleur, Arthur Lynn, Vicky Marcun, James

Mittleman, Sid (Fiberglastics) Nicholls, George Paul, June Radtke, Art Shelley, Vercel Shoemaker, Robt. P. Wilson, Harvey S.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Barrett, Herb Christy, Hamilton Cain, Frank M. Edmond, George C. Lee, Robert J. Laird, Carrie S. Miller, Bernie

Medlin, Mr. & Mrs. James L. Smith, Joseph Sheafer, Jean Tucker, Mrs. W. B. Wood, Miss Frankie

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Adams, Mrs. James E. Malbin, Eddie & Allen, Louis Don Maloney, John I Atterbury, William Mar Baer, Jack (Dutch) Baer, John Baker, Charles E. Baker, D. C. Becker, L. J. Bell, Adron Brown, Paul
Buler, Patricia
Bullock, Kenneth J.
Burke, Roy
Burleson, Junior
Campbell, George W.
Carlyle, Melcolna A.
Carrenter, Jr., Earl Carpenter Jr., Earl Caruso, John Chapman, Tiny Chisholm, Dave Conley, Terry Courtney, John F. Cowsert, Gilbert L. Crafton, G. Creighton, Mrs.

Croick, Jack Davis, Clarence Miller Davis, Clyde Delaney, Edna DeLaney, Mrs. John DeWitt, Mr. & Mrs.

Dobson, Paul
Doolin, Richard
Edwards, N. J. (Bob)
Emswiler, Mrs. Sadie
Saunders, Orville
Ray Flannagan, Mrs. Rita Flannagan, Mrs. W.

Fullmer, Howard Gawle, Kathleen Gibbs, Mrs. John L. Gilham, Thomas Good, Buyrl Gospogarski, Larry Good, Buyrl
Gospogarski, Larry
Phillip Shelford, William
Grindstaff, Leonard Shelley, Robert Gulliford, L. Gunther, Mrs. Eddie Hall, Edward L. Hall, Mrs. Ruth Robinson, John L. Roper, William (Bill) Ross, Diana Roy, Bernard (Bern)

Halstead, Glenn Hampton, Dudley Hansen, Mrs. Carl Hardy, Mrs. Betty Harris, Marvin J. Harris, Sol G.

Haywood, Mr. & Mrs Head, Robert Hissey, Paul Holston, J. F. Horne, Raymond

Hyland, Mrs. R. C. Ickes, Clifford T. Impeduglia, Vito Isenhower, Geo. Jenks, John Jones, Carl B. Jones, Mrs. Irene Jones, Ray K. Kadlec, Edwin Keller, Mrs. Alberta

Kelly, Mrs. Alice Kirkhart, J. F. Krieger, Albert Lamb, Llewellyn LaTour, Eve Lewis, Samuel Lindsay, Jack Ray Logsdon, David

Lonigne, Bud Lopez, Linda

Lowe, Jess C. McCabe, Vincent McCrary, W. H. McManus, T. J.

Maloney, John F. & Mary A. W. Matrin, Larry Martin, Tiger Mason, Charles R. Medlin, Jimmy Mendyk, Dorothy

Meyers, Cliff, Maudie Boudreau, Gil & Pete Mills, Harry Mitchell, Jack Brown, Paul Myers, Mr. & Mrs. Cliff Napier, Allen & Doris

Nash, Earl H. Neitz, M. Ogilive, L. B. Parker, Dorothy O. Parker, Floriene Parker, Miss Lee Perez Jr., James Pierce, Wendell R. oole, Forest Portemont Jr.,

Johnny & Marilyn Mamie Raaz, Elo Ramseyer, Edward Raymond, Mr. & Mrs. Richards, Jessie Richards, Tony
ohn Ridings, Charley
Mrs. Riley, Mrs. M.
Ted Ritchie, Kenneth Lee

Roberson, Mrs. Shirley

Schnell, C. Schneckloth, Harry Schofield, Mr. & Mrs. Blackie Sears, Frank G.

Charles Sidenberg, Arlene Silcox, Joe Simmons, Jean Simpson, C. T. Slaton, A. G. Spain, Mrs. Ruth Hall

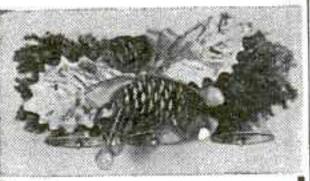
Carl Sprague, Ralph (Lois) Stacy, W. A. Stanko, Leona Stanke, George Stanley, George Steinfelt, Mr. & Mrs. Walt

Lee Sterner, Elton Sternes, Maxine Sterns, Edward C. Striegel, Mr. & Mrs. Robert

Nixon Swan, Walter Tatam, Bill Tatham, Wm. Tatham, Kermit W. Taylor, Robert Terry, Donald Thornton, R. R.
Tinan, M. J.
Toresdahl, G.
VanHist, Mrs.
Johnnie Sue (Bub) Velare, Elmer C.

Vommero, Albert Waddell, Norman Weir, J. D. Walker, Benjamin Jackson

white, R. I.
White, R. I.
Williams, Mitchell
Williams, Mitchell
Williams, Thomas
Wilson, Ted
Wofford, Palmer L.
Woodward, Ted
Wright, G. W.
Wright, Jean
Yuen, Kenneth L.



"Angelus Bells" CHRISTMAS SALES APPEAL

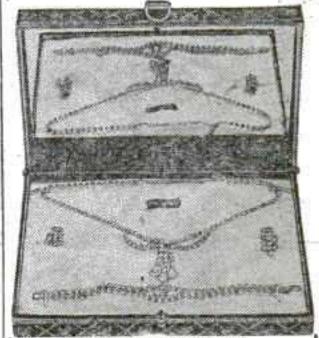
Bright silver holly leaves, red berries real evergreen and pine cones, red rib-bon bow and three copper-plated metal bells that ring in different tones. Suc-tion cup mounting for any indoor or outdoor surface. Individually packaged.

DIRECT FROM MANUFACTURER.

\$6.25 per doz. \$5.00 per doz. gross lots 25% with order—balance C.O.D. Immediate Shipments.

BELLS BY ANGELUS Springfield, Mass. 62 Vernon St.

XMAS SPECIALS! Order Today



3-PC. RHINESTONE SET

with Gorgeous Mirror Handbag
(Illustrated) Sparkling pronged #459 F1
rhinestones set in Rhodium finish metal. Earrings, necklace
and dazzling dcuble row bracelet ... with smart velourfinish mirror-top evening purse.
#505 F1--3-pc. Rhinestone Set
in beautiful gift box on satin
lining. Sells on sight! Necklace,
matching bracelet and earrings.
Sparkling stones hand set in
Rhodium finish metal. Sells on
sight!

Dox.

Dox. Write for FREE Catalog. OPEN SUNDAYS TILL CHRISTMAS When in Phila. stop up and see us.

SUPERIOR JEWELRY 740 SANSOM ST., PHILA 6, PA



Cigarette Lighter—

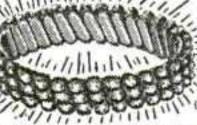


Sixe 1 1/4x13/4" Cuaranteed Reg. 2.95 Postage Prepaid 2 Dox. for \$10.80

TARA BRAND Irish Hard Candy 6-0x. Pkg. 15¢ Or Box of 2 Dox. Packages, \$2.50

IRISH PRODUCT-Tara Brand Irish Beef and Beef Broth 1-lb. Can 50c of 48 cans \$13.50 Send Cash, Check or Money Order to GENERAL R. & S. F. CO. Philadelphia 23 919 W. Girard Ave.

DIRECT FROM MANUFACTURER



A New Packard Presentation! Each Stone individually prong set. Brilliant new EXPANSION BRACE-LETS set with finest quality, im-ported, machine - cut Rhinestones. FITS ANY WRIST!

special offer: 3-piece Necklace and Earring Sets — \$6.75 per dox. Min. order, 3 doxen (\$78.00 per gross). Highly polished and plated in 24K gold set with glittering, imported jewels. Each set in newly designed satin gift box.

First-class merchandise always available for IMMEDIATE DELIVERY! Send for Catalog-50 other jewelry

Packard Jewelry Co. 220 Fifth Ave. New York, N. Y.



ing Parisian Chemist in beautiful gold-top bottle 60¢ TREMENDOUS PROFITS.

We defy you to tell the difference. Trial sample FREE. Write EXCLUSIVE IMPORTS, Dept. BB 1139 So. Wabash Ave., Chicago 5, Ill.



* Take it easy ...

TO YOUR CHRISTMAS SHOPPING HERE FOR YOUR LOCATION GIFT GIVING!

> To help you make this task easier for you, each of the items listed below have been carefully selected to meet your needs.

Shop the armchair way—select what you wish from the ads below, make out your order and let the postman do the rest.

Christmas time is gift time-and many operators distribute presents at this time of year to their location owners and employees as a token of their appreciation.

Pipes for Pitchmen

• Continued from page 74

knew the Doc for about 40 years missing from this column for and that they worked together many times at the Indiana fairs. In Jack's book, the Doc was tops give us the lowdown on several because he was a real worker and other characters who, likewise, was always ready to help anyone have been the object of a nation-who deserved it. Pitchdom has wide manhunt. Joe reports that lost another real veteran. According to reports, Mary Ragan and Al Seger were recent visitors in Long Beach. Al, who is an old timer from New York, was on his way to work the Arizona State Fair. In wrapping up his note Jack puts in another plug for L. B, enthusing that it's like a paradise with fall band concer's every day, conventions most every week and flock of babes always on the beach bakery store and is his own best tossing their curves around for the hungry edification of every easy after raking in plenty of letcharacter who isn't too old to tuce during the fair season. Mauri raise his eyelids.

JOE JOBLOTS . . . the guy, who has been listed as in grand style.

much longer than he should have been, pipes in from Chicago to Bill (Horse Thief) Weiss is now a State Street merchant. He's opened a toy store and has hired his wife as his manager. Joe Marks and Modoc Stein are also coining the green stuff in the same neighborhood. Pittsburgh Perry and his partner, Sharp Murphy, left in their new Chevy for Pittsburgh. Mike Cherofsky has opened a customer. Bill Long is taking it Green hit three daily doubles at Sportsman Park in Chicago and expects to fly home to California

Under the Marquee

Continued from page 65

there October 26. Muse, who is 60, says the K-C parade there was the first he had seen since Floyd King and his brother had Hospital, Marion, Ill.... Fred and the old Gentry Bros. and Walter L. Main shows on the road. Altho the circus encountered bad weather, business was good at Tupelo, reports Muse.





Male and Female African Dancers. Mounted on a natural wrought iron frame and are third dimension-14 inches in height, mounted to leafshaped open wrought iron frames 20 inches in height and 13 inches across the center. The figures have flowing headdress, loin, wrist and calf adornments, together with tambourine and rattles in grey, gold and coral to provide striking contrasting color combinations.

Pair-12 Pair Lots \$6.00 Sample Pair-Postpaid.

\$5.40 Pair-6 Pair Lots.

Chicago 22, Illinois

MAGIDSON BROS. 1440 N. Western Ave.

OPERATORS

Write for Brody's New 24-Page Christmas and New Year's Catalog

YOU CAN DO ALL OF YOUR BUYING FROM BRODY

Complete line of tree ornaments, decorations, also complete package deal of decorations, hats, horns, etc., suitable for Hotels, Taverns and Restaurants.

Balloons, Toys, Dolls, Music Boxes, Clocks, Lamps, Appliances, Cutlery, etc. You Can't Beat Brody for Merchandise

Write for this free catalog today Dept. - OB

1116 S. Halsted St., Chicago 7, III. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

R. K. Chapman, veteran trouper who headquarters at Evansville, Ind., is in the Veterans Shirley Logan and Tommy Bentley were among the Kelly-Miller people visiting the Louisiana State Fair at Shreveport.... Hen ry and Hardy O'Neal, of Shreve-port, caught the Kelly-Miller closing at Atlanta, Texas.

Benny Rossi is the subject of a story in L. M. White's newspaper at Mexico, Mo., where young Rossi is in military school... Jake Posey, "last of the 40-horse drivers," was honored by the Long Beach, Calif., municipal band at its concert Thursday band announcer Frank Knox declared it was Jake Posey Day... Tiger Bill Snyder is in Waelder, Tex., after closing with the Kelly-Miller show.

While passing thru New York, Larry Benner, of Polack Eastern, visited Captain Powers, vent, and Willie Krieger, magic. Benner and Powers worked celebrations together 20 years ago, and Benner and Krieger were together on the Barnes show....Clowns on the Polack Eastern show at late dates included Gene Randow. Jack Klipple, Snell Brothers. Karl Waddell, Harold Conn, Larry Benner, Al Ackerman, Rusty Benson, Laurence Cross and Robert Lorraine.

Vin Carey, magic shop operator in Baltimore, clowned two nights at the Polack Eastern Shrine show there.... Jim Mullins again Clown Bob Lorraine was a guest worked press for Polack at Baltimore....King-Cristiani landed a full page of pictures in the Columbus, Ga., paper Sunday (8).

Bill and Babe Woodcock will play Orrin Davenport's Kansas City date with Miller's Performing Elephants. Kelly-Miller will have eight elephants there, with Fred C. Logan in charge, There also will be some lead stock and ponies. The Woodcocks were with Jack Moore's Tex Carson Jamboree until weather forced that show into Hugo, Okla., quarters.

Pat Valdo and Art Concello, of the Ringling show; Butch Cohen; Jess Willard, former boxing champion and show owner; Vic Robbins, Beatty bandmaster; Clark, foot-juggler, was a visitor Mrs. Felix Adler: Edmundo, Ed- with the King Bros.-Cristiani Cirdie and Egle Zacchini: Claudeen cus when that org played Tusca-Flannagan, George Alvarez, Gene loosa recently. . . . J. D. McNeely Warnke, Arden Beecher, Bill Val-entine, and Jules Jacot, former Stephen Foster Hotel, Bardstown, circus wild animal trainer now Ky.

Merchandise Topics

From All Around

Harvey Lewis Fur Company, Minneapolis, announces a new line of genuine fur lambskin rugs, The company says the items are ideal for dens, amusement rooms. hedrooms or as wall decorations or chair coverings. The rugs are processed in the natural pelt form and come in six colors. They are offered to dealers at \$6.35 each.

. . . Cook Bros., Chicago, says that its new Raycine three-piece hair cutting set is a natural for allyear extra profit business in a new and unlimited market. Hair never stops growing, the firm points out, and by cutting children's hair at home the customer will save the cost of the set in a few weeks. The set is composed of the Raycine electric clipper, barber's nickel-plated shears and tapered comb-all in an attractive package.

Imperial Merchandise Company. New York, has added more than 40 new gift lines to cover additional phases of its premium operation, according to the firm's Sy Herskovitz. The company has issued a free gift bulletin containing listings of more than 200 new items. . . . Magidson Bros. lamp and lamp shade manufacturers of Chicago, has introduced a new product, African native heads. Exotically designed to enhance any room in the home, they come eight

with the St. Louis zoo, were among the visitors at Orrin Davenport's Shrine show at Houston.

Jack Joyce will take his camel act to the Shrine show at Evansville, Ind., November 23-29 and vacation in Florida until after the holidays, when he will work the act on Orrin Davenport dates. These he will follow with the Tom Packs dates thru August 15 and Frank Wirth's fairs for next

Frank Braden, Ringling press, closes at Jacksonville and will (5). James W. Young reports hop to New York to start press work for a movie. . . . F. A. Boudinot, Ringling general agent, expects to return to Chicago from Jacksonville but may go to Sarasota first. . . . Ray Smith, Ringling staffer, was in Chicago starting for the West Coast Mickey Blue, Polack promotion manager, is in Chicago. . . . Emmet Sims, press agent, is in Chicago.

> Doc Sinclair, 82, who used to be an advance car manager and was in Europe with both Buffalo Bill Wild West Show and Barnum & Bailey Circus, is at Illinois Masonic Hospital Chicago.

John B. Davis and Tige Hale, of Southern States Shows, and Joe Rossi, Mills Bros. band leader. celebrated with a dinner at Tampa. . . . Ralph and Evelyn Heller handled Polack promotion at Utica, N. Y. . . . Polack of Charles E. Musser, fan and painter, at Waterville, N. Y.... Visitors on the Polack Eastern show included Ward Schafer, Henry Van Loon, Dick Gerrity, Don Snyder, Bruce Souter, Hector Pool, John Rickey, the C. H. Mussers, Mildred Benedict, Milo Smith, Kenneth Bradshaw, George Barlow, Dick Georgia, Bob Ellis, George Bissell, Dave Williams, the A. J. Cookley family, Fred Rodel, Rickie Rickardi and Margaret Mayon.

Johnny Fulghum, Kelly-Morris advance, closed his 1953 season and began booking dates for next

Mayor J. Hal McCall, Tuscaloosa, Ala., reports that Willie C.

inches high and in coral and gray. Alliance is a line of the latest Mas-Also featured by the firm are sets tercrafters electric clocks. zebra cloth shades.

luxurious look. Also featured by stop signs and many others.

of two striking African ritual Beacon reflective safety em-dancer lamps, 35 inches high and complete with 24-inch leopard or announced by Coronet Manufacturing Company, Chicago, Com-Alliance Sales Company, Chi- ing in a wide variety of styles, the cago, is presenting the new Louis emblems, made of Scotchlite, may line of watches, comprised of an be attached instantly to metal by extensive collection of timepieces removing the protective backing for men and women in a wide va- exposing the adhesive surface and riety of exclusive styles. Alliance mounting by pressing and smoothclaims for the merchandise pre-cision construction by Swiss crafts- to the "Eyes" and "Lips," which men and distinctive styling for when mounted on a rear bumper every taste. Each is guaranteed serve as a sensational tail light. by Louis. The line has been The items are offered at an avernationally advertised since 1923, age of 25 cents per emblem and according to Alliance. Creative include flags, stars, targets, peapackaging give the watches a cocks, bathing beauties, slow and

ALLIANCE SPECIALS

Ideal Gifts for Your Locations



Earring Set. 18" Chain-all stones are hand set with Rhodium finish backs. Individually boxed in satincovered boxes. 4 Different Styles. Mfrs.' Guarantee. \$21.00 Per Dozen Asstd. Sample \$2.50 per set prepaid.

Two-Piece Colored Stones Necklace and Earring Set. Assorted colored stones and styles. All stones hand set. Individual satin-lined boxes. \$1.25 each set in dozen lots. Send \$2.00 for sample set prepaid.



Genuine TOP grain Cowhide zipper all around small saddle wallet, Black and Brown, \$8.50 doz.

25% Deposit With Order, Balance C.O.D .- F.O.B. Chicago.

ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD

NEvada 2-1535

EVERSHARP

CHICAGO 24, ILLINOIS

HERE IT

The Perfect Gift for your locations

Ideal for Premiums and Prizes. \$3.75 Set-Doz. Lots (Assorted Colors)

\$3.95 Set—6 or more (Assorted Colors) \$5.00 Set—Sample Postpaid

Individually boxed in gift boxes that have the appearance of pigskin outside, the inside of box lined with satin,



628 W. ROOSEVELT ROAD Chicago 7, Illinois

"EVERYTHING AT ONE PLACE"

WHOLESALE DISTRIBUTORS NATIONALLY ADVERTISED MERCHANDISE

* LAMPS

* EVERSHARP * RONSON LIGHTERS * ELECTRICAL APPLIANCES ★ HOUSEHOLD ITEMS

* COSTUME JEWELRY * GIFTS **★ WALLETS** * IOA?

LARGE ASSORTMENT DINNERWARE SETS Show Rooms-Second Floor, 810-812 W. Roosevelt Road, Above Gold's Restaurant. Hustlers-House-to-House Men-Salesmen Are Welcome.

808 W. Roosevelt Road

BEAUTIFUL WALL DECORATIONS



SCHOOL OF FISH 7-Piece Set in a Cift Box. Colored: Black, Chartreuse, Forrest Green, Brass and White.

Complete with \$1.95 per set sample post- \$1.50 in lots of 1 paid adhesive. sample postpaid. \$2.50 in lots of 1 dox. or more.

Ideal for give-aways. NEW, not on market as yet. 604-606 W. Lake St., Chicago 6, III. FRISCO PETE All Phones: FRanklin 2-2567

Communications to 188 W. Randolph St., Chicago 1, III.

RIDES IN SPOTLIGHT

Coin Mfrs. Gird for Key Role at 35th NAAPPB Show

rides, are expected to play a major roll at the trade show will stress products of major inheld in conjunction with the 35th terest to game, ride, music and

T. B. Keve, 52, Dies Following Heart Attack

WASHINGTON, Nov. 14. — Theodore B. Keve, 52, died Monday following a heart attack. He was a partner of Hirsh de la Viez and Phil Mason, old line opera-

Keve's interest with de la Viez and Mason included the Hirsh Coin Machine Corporation, the G-A Corporation, the Operating and Service Corporation of Washington and the Hirsh Mason Corporation.

He was formerly the director of sales at Meadowbrook Ridge, a cemetery development in Baltimore, and also the Winters Distributing Company, which served operators in Maryland, Virginia and the District of Columbia.

Keve is survived by his widow, Rose, his parents, Stella and Abraham Keve, New York, and a brother Kirtland, of Montpelier,

Williams Ships **Gun Club Game** For Showings

CHICAGO, Nov. 14.—Distributors of the Williams Manufacturing Company started showings ple we would get a better price this week of Gun Club, a five-ball and handle a bigger turnover." novelty game. Sam Stern, vicechute.

Spelling out the game's name replays. After this cycle has been district. completed additional hits on any of the numbered bumpers register a replay.

is made thru hits on two standup targets after spelling out the Formica-topped game in stock. Gun Club name. This action "We explain as soon as a c lights up four additional side rollovers for one replay.

One of the advancing score features of the game follows when a ball is guided over either of two side rollovers when lit. This illuminates the next consecutive letter in G-U-N C-L-U-B and therefore is a factor in registering replays.

Stern stressed that the Williams factory was still convinced of the dire need of dime five-ball games. He added, the switch to the higher rate has been slow but all operators who had given dime play a full chance were making more money than they had at a nickel. In some cases the gain in receipts was exceptionally high.

Conn. City Council Tables Pin Action

NEW BRITAIN, Conn., Nov. 14. -The committee on ordinances of the city council this week tabled a request by the police board to prohibit pinball games after December 31. An ordinance ties for parking and loading at licenses the amusement units.

At the insistence of the city prosecutor, however, the board ers and music machines. The agreed to ask the council to re- firm also has offices in Seattle, peal the ordinance at the end of San Francisco, Salt Lake City the year.

At least 32 of the 79 exhibitors al Association of Amusement Parks, Pools and Beaches. The three plan Arcade exhibits and there will be one juke hours and perfect the second to the second t facturer showing. In addition, eight of the nation's leading sup-pliers of vending merchandise both regular outdoor exhibitors have reserved space.

More operators and distributors are expected to attend the 1953 trade show than ever before. Two machine manufacturers have put reasons for this are: More coin more emphasis on the trade show machine manufacturers are par- in the past few years, both exticipating; the outdoor annual is hibit and attendance problems the sole national convention at have increased. He explained which coin amusement products

CHICAGO, Nov. 14. — Coin- four-day event at the Hotel Sher- are certain to reach a large seg-operated equipment, particularly man will begin November 29. ment of the trade since coin ment of the trade since coin equipment industry exhibits were suspended two years ago.

Separate Area is NAAPPB executive secretary, has segregated coin equipment in as well as those in the coin field, it was pointed out.

Huedepohl stated that as coin (Continued on page 79)

ROUTE TO SUCCESS

St. Louis Op Builds Obsolete Game Mart

market for old games no longer putting it out on the floor." suitable for locations but good for dens and other "home entertainment" is to display them in a showroom with plenty of eye appeal, according to veteran operator Bill Salyer, head of Reel Distributing Company, St. Louis.

Back in August, the Reel concern moved from a formerly remote building to an area populated by hotels, cocktail lounges, laundries, automobile dealerships and similar traffic-pulling busi-

Remodeling a two-story building, Salyer set up a complete repair shop on the second floor and saw to it that the 30 feet of floor space back of the "all-glass front" was reserved for display pur-

More Pairons

"I decided to experiment with the cash-carry method of selling used pinball equipment to the home market," he said. "I figured that if we could attract more peo-

Experience proved Salyer right, president, stated dime play on and he was scarcely prepared for the game was recommended but the sales results which followed. was also available with a nickel The brilliantly lighted showroom turned the trick.

Salyer has sold about 90 per thru hits on six numbered bump- cent of his used machines to moers, scores one replay and illu- torists who noticed the display minates bottom center rollover while driving on Natural Bridge and two top side rollovers for Avenue en route to the downtown

Quick Turnover

"We've sold mostly five-balls Pool averages 50 seconds per and shuffle games," Salyer said. person. Another key play of the game "Within 60 days after we had moved, we had sold out on every

> "We explain as soon as a customer states that he'd like to have are racked up in the center of a game for his home, that there the playfield. With the use of the are no more \$10 pin games available. That seems to have been all balls with a minimum amount the asking price by a lot of deal- of shots. ers. Now, we get three and four times as much for a machine in good working order, and we find

Jones in New Portland Qtrs.

PORTLAND, Ore., Nov. 14.— Operators, servicemen and factory representatives this week attended open house festivities at the new quarters of the R. F. Jones Company, 1200 S. E. Morrison Street.

Larry Hornbeck, manager, supervised the two-day moving job which required nine 35-foot

The new location provides double the floor space of the former quarters, plus ample facilithe rear.

Jones distributes games, vendand Denver.

ST. LOUIS, Nov. 14.—Th: most that it actually pays to recondi-effective way to create a profitable tion all the old equipment before

owner can be depended upon to bring two or three more prospects, waiting list of more experienced pinball customers seeking a particular type of machine.

"At one time I ran newspaper

introduced a shuffle game which

features play other than bowling.

points, plus one point for each

ball, are recorded. The second

time 20 bonus points are tallied

and the third time adds 30 bonus

points. Playing time on Shuffle

The game is played as an illus-

ion. The balls appear in three

dimension on the playfield At the

SOUTHERN REPS

CHICAGO, Nov. 14.—Three

Southern distributors were

appointed by the Genco Man-

ufacturing & Sales Company,

Ayron Gensburg and Sam

Lewis, firm heads announced

They are: Birmingham

Vending Company, 540 Sec-

ond Avenue North, Birmingh-ham, headed by Max and Harry Hurwich. The firm was

assigned the northern half of Alabama.

pany, 24 North Perry Street,

Montgomery, Ala., is cover-

ing the Southern half of

Company, 441 Edgewood Avenue, South East, Atlanta, for all of Georgia except a

few Southern counties, Jake

Friedman heads the company.

Friedman Amusement

Franco Distributing Com-

Monday.

Alabama.

Company.

Genco Distribs Begin

Shuffle Pool Shows CHICAGO, Nov. 14.-For the Unlike regular pool the Genco game makes it possible to "sink" first time in two years, a major all balls with one shot. This is coin machine manufacturer has

the one ball. If the player does not "sink" all balls with the first shot he It is Shuffle Pool, made by the keeps on shooting until the game Genco Manufacturing & Sales is completed or has had six shots. Shuffle Pool offers players 18 Then the rack resets and he shoots again. In addition to direct shots broken down into three frames of six shots each. Each shots the player can bank his shots. Tests indicated that many time the rack (15 balls) is complayers complete a rack in four pleted, bonus points result. The first time in a frame, 10 bonus

shots. One of the features of the game, to induce repeat play, is a virtual endless series of plays on the game. Different combination and Thoelke will conduct a tions follow plays, depending on whether the player makes direct, glancing or bank shots.

N. Y. Ops' Fete

start of the game the 15 balls Near Sellout, puck, the player tries to "pocket" Says Ponser NEW YORK, Nov. 14.-The NAMES THREE

Amusement Machine Operators of New York expect their annual dinner at the Latin Quarter, December 20, will be a sellout, ators reported play on the George Ponser, executive secretary, announced this week.

Ponser said 380 tickets had been sold and another 100 were jumped sharply in the wake of expected to be accounted for in the wintry blasts in other parts the next three weeks. He added of the country-especially from that AMONY has 125 members persons in New York, Boston, or 25 per cent more than at this Washington, Philadelphia and time last year.

PINBALL LICENSING

PORTLAND POLL FAVORS

Of 400 persons interviewed 52 per cent said they would vote for licensing; 30 per cent would vote against, and 18 per cent were undecided.

The city council indicated it would enact a licensing ordinance as soon as the State Supreme Court passes on a 1951 city ordinance outlawing games. Further delay in the long-drawn-out case was indicated last week when the court called off a scheduled hearing. (The Billboard, November 14.)

AFFECTS ARCADES

PORTLAND, Ore., Nov. 14.

—A public-opinion poll this week showed that Portland

residents favor the licensing

by Pacific Analysts, a re-search organization engaged

by the Coin Machine Men of

Oregon, a State-wide organ-ization. The report con-

ers, knowing that the licens-

ing of pinball machines

would bring additional reve-

nue to the city, favor such a

"A majority of Portland-

The poll was conducted

of pinball games.

Times Square Ops Plan Protest on New Zoning

works in the form of protests are Avenue of Americas. forecast at the November 25 City Planning Commission hearing on proposed zone changes aimed at curbing midtown Arcades, shooting galleries and other locations which feature coin-operated games, jukes and venders.

Altho Chairman John Bennett said the changes would enable Almost every sale to a home- Times Square to have an improved appearance, operators here looked upon it as another Salyer found. He also has a long attempt to cut down their busi-

The proposed zone changes would bar the establishment of Arcades, galleries and the like ads on used pin games," Salyer from districts classified as said. "During that whole time, I Retail -1. Times Square has this didn't sell as many games as I type of classification. The entire have during 60 days on Natural area affected by the new zoning is bounded by 42d Street, Eighth

NEW YORK, Nov. 14. - Fire- | Avenue, 57th Street, and the

Under the proposed changes, existing establishments would not be disturbed. However, they would not be allowed to alter their premises or expand or move to new sites in the area.

DELTA NEXT

Central Holds United School In St. Louis

ST. LOUIS, Nov. 14.—Central Distributors reported that the service school conducted by engineers of United Manufacturing Company, Chicago, at their headquarters this week was termed a success by attending operators and servicemen.

For one week beginning Monday (16) a similar school will be held at Delta Music Sales, New Orleans, owned by Fletcher A. accomplished by making a hit on Blalok and managed by Bob Dupre.

The St. Louis sessions were under the direction of United's Ken Sheldon, Al Thoelke and John Casola. The owners of Central Distributors — Charles Kagle, Tony Koupal and Norwood Veatch - reported attendance for each day was progressively higher. The course consisted of a study of schematics, preventative maintenance and short cuts to better service.

one-week school in the headquarters of Frank Swartz Sales, Nashville. Meanwhile, Casola will be working with United's Memphis distributor in the Memphis area and also Arkansas.

Fla. Ops See Good Season

MIAMI, Nov. 14.-The first snowstorm in the East and Midwest brought a sudden influx of tourists and coin machine oper-

The major airlines reported reservations for Miami flights Baltimore.

Do Your Xmas Gift Shopping the Easy Way . . . TURN TO PAGE 17 where you will find a group of care-fully selected items for your location gift-giving for you to choose from. Do your shopping the "armchair" way . . . pick out your choice, send in your orders . . . and let the post-man do the rest.

Calendar for Coinmen

November 19—Eastern Ohio Phonograph Operators' Association, executive meeting, 1310 Market Street, Youngstown, O. November 29-December 2-National Association of Amusement Parks, Pools and Beaches 35th annual Convention and Trade Exposition, Hotel Sherman, Chicago.

December 3-Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford. December 5-6-Music Guild of Nebraska, quarterly meet-

ing, Evans Hotel, Columbus, Neb.

3-D Operators Warned On Model Releases

NEW YORK, Nov. 14.-With the current interest in 3-D machines at high pitch here, and with four local firms-Capitol Projectors, Riteway Sales, Al Simon and International Mutoscope—either in for viewing in a coin-operated de-production or ready to produce vice or as a display atop the dethese units, an industry spokesman this week warned operators to be sure the model releases are available for all film and display pictures.

Williams Plans Coin Ride Bow At Trade Show

CHICAGO, Nov. 14.—Williams Manufacturing Company will be an exhibitor at the trade show of the National Amusement Association of Parks, Pools and Beaches this year for the first time, Paul Huedepohl, NAAPPB executive secretary, announced Company, was back from his

firm is expected to introduce its tive. . . . Lucille Toller, Blythe, industry is located in the headfirst coin-operated ride at the Show November 29 thru Decem- Mel Tiexeira and Al Cicero from Company. ber 2 at the Hotel Sherman here, Santa Maria.

1. Flashiest Eye-Appeal

2. Thrillingest Action

4 REASONS WHY

Bally & KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

Sally MANUFACTURING COMPANY

DIVISION OF THE WAND ACTURING CORPORATION

2640 BELMONT AVENUE CHICAGO 18 ILLINOIS

He pointed out that the a model may release a picture for sale in print form, the use of that picture for commercial purposes, such as vice, may not be covered in the

No Recourse

said, for the operator to be sued by introduced in the east in the '30's. the model for invasion of privacy. In this enterprise he employed The operator, he added, can be many entertainers, who later held responsible, with no recourse went on to stage, screen, radio to the person who sold the photo and TV fame. Among them were or motion picture.

Actually, he added, it is the job June Havoc. of the 3-D distributor to make sure that the proper release accompanies each pose or series of poses.

It is a good policy, he concluded, for the operator to make sure the distributor has the releases, and to refuse to buy pictures unless he has assurances that releases have been issued for full commercial

Oscar Tetzlaff, of Banning, visited coin row this week.... Jimmy Wilkins, Paul Laymon road trip with Gary Sinclair, The Chicago amusement game regional Wurlitzer representa- operated ride showrooms in the

3. Simplest Mechanism

4. Sturdiest Construction

Arcade Owner, Dies in N. J.

WILDWOOD, N. J., Nov. 14.-Sebastian B. Ramagosa, 56, died Hospital Sunday (8) following a cerebral hemorrhage. He was an Arcade owner and ride manufacturer as well as the owner of numerous other enterprises.

Ramagosa was born in Philadelphia. He came to Wildwood when he was 17 to open a small boardwalk store. At the time of his death he owned the Casino Arcade here, the Sportland Arcade in North Wildwood, N. J., and several rides in Cape May, N. J. Last spring and summer he manufactured the kiddle Toonerville Trolley rides.

One of the things which made Ramagosa nationally known was It is possible, the spokesman the dance marathon which he Red Skelton, Frankie Laine and

Variety Keys Ride Showroom

ALLSTON, Mass., Nov. 14. -One of the most complete coinquarters of Redd Distributing

The firm, headed by Si Redd, distributes to operators in most

distributes to operators in most of the New England States and claims to have the largest stock of rides in the country.

Among the rides it handles are horses, Bally and Exhibit Supply; space ships made by Meteor, Atomic, Bally, Scientific Machine, Deco, Nylco, Bally and Exhibit Supply; Bert Lane, Scientific Machine and Exhibit Supply, boats; Merry-Go-Rounds by Bert Lane & Lee, and seasonal animal rides produced by Exhibit Supply.

Redd has been in the ride field

Redd has been in the ride field for the past three years and has a special service department for ride equipment. The firm also handles several of the leading game, music and vender lines.



YOUR TICKET TO SALES RESULTS -THE ADVERTISING COLUMNS OF

Ramagosa, Ride NAAPPB Trade Show To Spotlight Rides

Continued from page 78

persons, who attended specifically to view coin displays, had diffi-

culty in finding all of them. Coinmen who attended the trade shows in 1951 and 1952 in Burdette Tomlin Memorial disclosed that they not only had the industry and talk over mutual problems but also acquired some profitable ideas from outdoor interests. In some instances it has resulted in their establish-

that last year in particular many | to maintaining their game, ride, music and vending routes.

While the trade show has proved to be generally valuable to coinmen it has also led to specific industry trends. Its most recent accomplishment was first the opportunity to meet others in giving the coin ride field the opportunity to become nationally known and then aiding its development as a full fledged amusement industry. Since the success of this field, many coinmen figure ing Kiddielands, batting ranges that if some new industry inno-and even learning new premium vation is launched it will probamerchandising ideas in addition bly be at the NAAPPB trade show.

Rides Aiding Sales Of Records, Players

CAMDEN, N. J., Nov. 14.-In | tone arm when a coin is inserted addition to providing pleasure in the ride. for youngsters, coin-operated rides are rapidly proving to be a factor thousands of rides will use its in sales in other fields. One of its latest accomplishments on this mas shopping period. Ride oper-score is the sale of both players ators report the music popular and records.

Before the year is out the RCA Victor Company will have chalked up many thousands of sales in a market previously overlooked. And in this case the market includes both the firm's 45 r.p.m. players as well as disks.

Recently, the firm disclosed that purchases of the players now are being made in quantity by coin ride operators. In many cases manufacturers of kiddie Merry-Go-Rounds are including the RCA Victor player in their ride package. In addition indivi-

RCA officials estimated several players and records in the Christwith not only the riders and their parents but also location owners, who feel it puts patrons in a better shopping mood.

Surprise visitors in Miami were Herman Perin and his wife Sadie. Perin operated a route here for years before he sold out and accepted a position as road sales-man for General Vending Sales Corporation in Baltimore. He travels Maryland, Virginia and Washington, D. C., for General Vending which is distributor in that territory for Williams, Gottdual operators have expressed lieb, Chicago Coin and Genco a preference for a record player games. Sadie used to be AMOA over other playback equipment secretary and now works for the such as message repeater devices.

The players are usually installed at the base of the kiddie mechanism and timed to start the old friends.

Marlboro Shirt Company in Baltimore. The Perins are spending a two-week vacation here visiting old friends.



Steadiest profit-maker in the industry! EXHIBIT SUPPLY . 4218-30 W. LAKE STREET CHICAGO 24, ILLINOIS

KIDDIE RIDES METEOR-The Profit Line



METEOR MACHINE CORP. 75 W. 45 St., N.Y. 36, N.Y. WATCH FOR TUNG-GO

MAIL THIS AD

FOR DETAILS

Copyrighted material

Circle 6-2241

Communications to 188 W. Randolph St., Chicago 1, Ill.

Announce NAMA Committee On Promotional Advertising

Appoint Eight Members; Hold First Planning Session to Chart Course

vertising, in the idea stage at the six committee members: 1954 NAMA convention, became

Mercury Names Mandell Distrib For Cig Units

NEW YORK, Nov. 14. - Moe Mandell, head of Northwestern Sales and Service here, this week was appointed distributor for New York State and Northern New Jersey by Mercury Vendors, Inc.

Mandell has set up a new firm, Mercury Cigarette Vendors, to handle sales for the unit. He said he will continue vith his Northwestern distributorship, along with his parts and supply business, and add personnel for the new firm.

Altho floor samples of the Mercury machine have arrived, Mandell said if would be another three or four weeks before orders could

The Mercury is a nine-column, Continued on page 93;

Doyle Heads Cole Products Coffee Div.

CHICAGO, Nov. 14. - Cole Products Corporation this week announced the appointment of Frank Q. Doyle as director of sales of its coffee division.

Doyle, during his association with the vending industry, has held similar posts mainly in the coffee vending field. In 1949, he resigned as sales manager of Alco-Derge Company (which produced United States Vending Corporation's refrigerated candy vender) to assume a like position with Futuramic Machines, Inc.

In May, 1950, Doyle became sales manager for Coan Manufacturing Company, leaving that buyers' symposium held during post to become associated with the meeting. Marmon Enterprises a year later. Harly in 1952 he became head of the merged sales departments of Harmon & Belvend Manufacturing Company.

Waldo Bolen, the Northwestern an accomplished fact this week. Corporation; Charlie Brinkman, make possible the presenting of a Schultz, Hershey Chocolate Cor- action along the same lines.

held Thursday (12), attended by statement of the situation (per-Olsen, Newman, Schreiber and taining to promotional advertisdate for the first full committee automatic merchandising; (2) a meeting and chart tentative goals.

CHICAGO, Nov. 14.—The Howard Olsen representing The committee as a whole, it was formation of a National Auto- Transit Sales Company as chair- suggested, should meet prior to matic Merchandising Association man of the committee, announced December 11, the date of the Committee on Promotional Ad- the appointment of the following NAMA board of directors meeting.

The committee meeting would Rowe Manufacturing Company, program to NAMA for approval Inc.; Frank Newman, Automatic at that time, Olsen stated. He Canteen Company of America; said such approval would then Richard Cole, Cole Products Cor- make possible approaching other poration; G. R. Schreiber, editor groups concerned (Association of of Vend and coin machine editor Classified Ad Managers, National of The Billboard, and Paul Better Business Bureaus) to urge

poration. Clint Darling, NAMA Darling suggested two points executive director, is secretary. be included in the general frame-An initial planning session was work for discussion: (1) A general Darling, to set an approximate ing) from the point of view of (Continued on page 93)

Cup Drink Mfrs. Set Changes, Kits for Chi

production models of cup drink nounced prior to its introduction. equipment have been or are in the process of being redesigned to kit for \$33.75. It includes a conform with Chicago Board of sliding door and channels; cast-Health regulations. Spacarb, Inc., ing for sliding door cup; adapter has designed such a model, as has stainless steel fittings for sirup APCO, Inc., and the Cole Prod- solenoids; plastic sirup lines from ucts Corporation.

containers and flavor faucet, would be available early in December. Mel Rapp, vice-president,

New Merchandising Techniques Asked Of Candy Firms

NEW YORK, Nov. 14 .- New merchandising techniques and packages to spur sales on the retail level were called for during the Candy Executives, and Allied Industries' Club meeting at the Hotel St. George here. The suggestions were advanced at a

Marking a break with repeated trade proposals talking up the dime bar, chain drug, supermarket and jobbers buyers present recommended that candy Harmon has never announced manufacturers supplement nickel production on its coffee vender, bars with 2-cent items. The sugwhile Belvend discontinued its gestion was to "make nickel bars vending operations earlier this smaller and assembly packages to retail between 19 and 39 cents."

CHICAGO, Nov. 14.-Present said the price would be an-Cole Products has introduced a

solenoid to cup and clamps for Special kits for models already same; a prime clamp to guide valves, sirup valve cooling lines, tubing for sirup tank and vide sufficient quantity.

EDITORIAL

An Important Step

Elsewhere on this page is the announcement of the formation of a committee to combat unscrupulous vending machine promoters—the firms and individuals who use vending machines to defraud a gullible public principally by exaggerating the vender's earning power.

National Automatic Merchandising Association, and the members of the committee, are to be congratulated on a courageous and important step.

For approximately two years The Billboard and Vend magazine have devoted columns to the "sharpies," urging that some action be taken to curb their activities.

It's important to work toward curbing promoters, we believe, because the vending machine promoter brings automatic merchandising unfavorable publicity, and in turn leads the public to indict the entire industry. Blue Sky Promises

We do not believe the committee can succeed in eliminating promoters completely. Unfortunately, some gullible persons will always buy a blue sky promise. But we do believe the committee can effectively hamper and slow promoters by informing daily newspapers and Better Business Bureaus of the ways to spot a promotional deal.

If promoters' activities were cut only 25 per cent, the committee will have accomplished a great deal.

Long range, of course, the answer to the promoters is a better informed public-a public that knows a route of 20. penny peanut machines cannot possibly support a family of four. If the public had any real conception of vending, of the investment required and the earnings, promoters would never be able to fleece the unwary investor.

But educating the public is an impossible task to accomplish in a short time. Until the public knows better, and the newspapers lend their aid, the industry needs the continuing work of such a committee.

ACHE OUT OF JAVA BREAK

Office Tallies Benefits Of Vended Coffee Program

vender has solved the "coffee chine clean. Richter-McCall pays break" problem for 125 em- the operator a per-cup-consumed ployees of Richter-McCall, a pub- fee. lishing firm here. Among the According to management, in the field are being made avail- sirup lines; stainless steel sirup benefits cited by management are other advantages of vender-sold able by two manufacturers and tubes, adapters, nuts and washers elimination of unwieldy urn oper- coffee are: Elimination of the are in the works at other plants. for sirup tank; seal ring rubber ations, with resultant spillage, problem of purchasing large sup-APCO reported this week that gaskets and fiber gaskets for lost time and almost day-long its kit, consisting of new sirup sirup tank, and clamps for plastic brewing of the beverage to pro-

> The machine, a Bert Mills unit, In addition, Cole pointed out serves coffee free via simple that No. 16 mesh wire to screen push-button operation, continuing all openings at the base of the company policy of providing cabinets was not included in the the beverage free. An operator (Continued on page 93) services the unit, supplies coffee,

CHICAGO, Nov. 14.-A coffee cream and sugar, keeps the ma-

(Continued on page 93)

Instant Coffee **Brand Bids for** Southern Sales

ATLANTA, Nov. 14.-A new soluble coffee concentrate with chicory content, tailored to the specialized coffee tastes thru the Southern States, has been introduced by Southland Coffee Company here.

Called Chicafe, the instant coffee product also includes carbohydrates. J. D. Anderson, president, stated that test marketing the hotel. Coins were handed out of the new product has met with for use in the machines. All ready acceptance, especially in those areas where chicory has long been recognized as a supplementary companion to pure coffee.

Southland indicated the concentrate would also be available and usable in vending machines.

* Code of Acceptance

A code to curb undesirable as agents or representatives of advertising practices of promo- the manufacturer or prime disters, has suggested by Howard tributor. Olsen, chairman of the NAMA committee on Promotional Advertising follows:

1. Advertisers, who buy mathings from vending machine manufacturers or distributors for resale and are thus independent distributors, shall not be permitted to represent themselves

Canteen V.-P. **Buys NY Hotel**

NEW YORK, Nov. 14.-Arnold board of Automatic Canteen Com-Arthur Friedlund, secretary of the the organization concerned. New York American League Basefor about \$8, 100,000.

2. Advertisers shall not be permitted to represent themselves directly or indirectly as agents or representatives of the supplier of any product dispensed by vending machines, unless evidence is submitted that supplier has granted permission for this use of his name. Neither shall the advertiser represent directly or indirectly that such supplier endorses or sanctions the vending machine advertised, unless there is evidence of such endorsement or sanction.

3. Advertiser shall not claim or infer sponsorship of himself or his machine by any civic, chari-M. Johnson, vice-chariman of the table, philanthropic, patriotic or religious organization, unless par of America, has purchased such sponsorship is properly atthe Warwick Hotel here with J. tested by a responsible official of

4. Advertisers shall not repreball Club: The price was report- sent or infer that the vending ed at \$5,000,000. Johnson and machines offered for sale constiother associates recently bought tute a route of machines or an the Warwick Hotel in Philadelphia established vending machine (Continued on page 81)

S.R.O. AT AD CLUB VEND DAY

Exhibit, Seedman Address Features; Repeat in 1954

LONG BEACH, Calif., Nov. 14. -Automatic Merchandising Day sponsored by the Advertising Club of Long Beach Wednesday (11) chalked up two firsts for the group: the first such event and the largest gathering in the club's history.

Over 300 members, guests and operators were present in the Hotel Lafayette. Clarence Ball, Long Beach Cigarette Service, chairman of the day, shared the head table with the city attorney, four councilmen and the chief of

George Seedman, public relations chairman of National Automatic Merchandising Association and past president of the organization, was a guest speaker. He told club members that the meeting was one of a series to be staged thruout the country.

The fast talking salesman endeavoring to sell venders to location owners was cited by Seedman. He said in the case of cigarettes, "dealers who own their machines must carry a sizable inventory in carton lots. Experience shows that such inventory is subject to 'I wonder who took it' losses by the carton rather than by the pack. It duction next year. simply does not pay off."

An exhibit of all types of venders was set up in one area of money collected from the equipment was contributed to the Long Beach Community Chest.

At the conclusion of the meeting the Advertising Club voted to repeat Automatic Merchandising Day in 1954.

Hawkeye Bows Cig Machines; **Buys 86 German Vend Patents**

Hawkeye Novelty Company this column venders; each accommoweek started a 500-unit production run on three models of a new manual cigarette vender. F. A. Wittering, president, said a fourth model with 12 columns would be introduced in mid-December. Field representatives are being named to handle sales.

Wittering also announced the purchase of 86 German vending machine patents and the development of a milk vender for intro-

The cigarette units now going

ET LALE CLIENT

DES MOINES, Nov. 14.—The into production are 5, 7 and 9 dates king size packs. Per column capacity is 20 packs. Shift columns will be available early next year. Prices range from \$129.50 for the 5-column (\$99.50 without stand) to \$195 for the 12-column models. The 7 and 9-column units list for \$139.50 and \$169.50 respectively.

> Cabinets have mirrored fronts: come in standard colors of hammerloid gold or grey. Coin mechanisms handle nickels, dimes, quarters. A penny change unit is available for \$15.50 extra.

Wittering stated that 60 pilot models of the 5, 7 and 9-column units had been in test operation for several months.

Hawkeye Novelty, which celebrates its 23rd anniversary in the vending field November 21, also plans to introduce a threeselection milk vender next

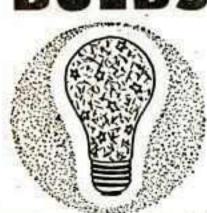
Wittering also reported that his firm has purchased 86 German vending machine patents. One of these includes a complete store front vending unit. Latter, he said, would be considered as a production unit after the milk machine has been introduced.

Commence of the commence of the commence of the commence of



man do the rest.

TINSEL-COLORED BULBS



Comes in FIVE COLORS—only these are Transparent Colors (like jewels).

To DRAMATIZE the COLORS — we added twinkling STARDUST TIN-SEL, chock-full into the color. The effect is dazzling.

The bases of the bulbs are painted in gold and in silver. One more improvement has been added — we added a charm ring to the bulb (see illustration above).

\$10.00 f.o.b. Jamaica, N. Y. Or: At Your Distributor.

DAZZLE, GLITTER, BRILLIANCE, COLORS, BEAUTIFUL EFFECT—all this is accomplished in these new TINSEL-COLORED BULBS. What

SAMUEL EPPY

& CO., INC. 191-15 144 Place

MERCHANDISE VENDERS

Drink-O-Mat, 1000 Cupea.	\$350.00
Drink-O-Mat, 3 drinks	475.00
Super Vender, 3 drinksea.	335.00
Coles, 600-cup, 3 drinksea.	750.00
National King Coffee, newea.	350.00
Hupp, cold drinkea.	250.00
Craig, 10c Ice Creamea.	250.00
National 930, Cigaretteea.	95.00
National 950 Cigaretteea.	125.00
Mational Electrices.	95.00
Lehigh P.X. 8 colea.	125.00
Lehigh P.X. 10 colea.	135.00
National 9 col. Candyea.	95.00
Devco 2 col. Ice Creamea.	395.00
Revco 1 col. Ice Creamea.	150.00
35 penny Allas Nul Vendersea.	6.50
Weste Date	



BACK AGAIN!



VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25

\$48.00 per

4. 25 cases or

We stock the complete line of Victor vendors.

BIRMINGHAM VENDING CO.

OPERATORS!



Send for illustrated list and prices of PEERLESS PERSONAL

WEIGHING MACHINES

Reconditioned Like New!

Peerless Weighing & Vending Mach. Corp.

42-02 11th St., Long Island City 1. N.Y

Phone: STillwell 4-1620

FOR SALE COFFEE-SPA COFFEE MACHINE

Like New

Model B-600, Ser. #470, with 10¢ slot and waste receptacle. Used three

Make an offer to
H. Felsing, Empire Lanes, Inc.
36-42 First St. Hoboken, N. J.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 14	Issue of Nov. 7	Issue of Oct. 31	Issue of Oct. 24
dvance Model D Ball Gum	\$7.45	\$7.45	\$7.45	\$7.45
dvance No. 11 Mdse	5.95	5.95	5.95	5.95
tlas Nut, 1c	(57)195	6.50	26360	6.50
oca-Cola Cup Dispenser	100	THE PROPERTY OF	95.00	- woods (
ales 3 Drinks	1.42	750.00	SEDERATE	750.00
olumbus 1c	7.45	7.45	7.45	7.45
raig Ice Cream Vender, 10c.	250.00	250.00(2)	250.00	- 250.00(2)
rink-0-Mat 1,000 Cup		350.00		350.00
rink-O-Mat 3 Drinks		475.00		475.00
uGrenier Candyman	49.50	49.50	49.50	49.50
DuGrenier S (7 col.)	85.00	85.00	85.00	85.00
SuGrenier Champion (9 col.).	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.)	115.00 125.00	115.00 125.00	115.00 125.00	115.00 125.00
xhibit Card Vendor, 1c	15.00	15.00	15.00	15.00
oot Ease (Exhibit)	85.00	85.00	85.00	85.00
lot Snack Bar, 5 col lupp Cold Drinks	150.00	150.00	150.00	150.00
Geenix 5c or 10c	49.50	250.00 49.50	49.50	250.00 49.50
ehi PX (8 col.)	47.50	125.00	49.50	125.00
ehi PX (10 col.)		135.00		135.00
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master 1c	7.45	7.45	7.45	7.45
Master Sc	7.45	7.45	7.45	7.45
fills Candy (5 col.)	89.50	89.50	89.50	89.50
Aills Tab Gum	16.50	16.50	16.50	16.50
lational Candy, 9 M	65.00	65.00 95.00	65.00	65.00 95.00
lational Electric	320 00/25	95.00	120 00/21	95.00
lational 950	130.00(2)	95.00 130.00(2) 125.00	130.00(2) 145.00(2)	95.00 130.00(2)
,	443.00(2)	145.00(2)	145.00(2)	145.00(2)
Northwestern 33 Ball Gum Northwestern Deluxe	7.95	7.95	7.95	7.95
1c and 5c	13.95	13.95	13.95	13.95
forthwestern Model 39, 1c	7.95	7.95	7.95	7.95
forthwestern Stamp	69.00	69.00	69.00	69.00
op Corn Sez	49.50	49.50	49.50	49.50
Revco Ice Cream Vendor, 10c. Revco Ice Cream Vendor,	260.00	150.00 200.00	200.00	150.00 200.00
2 col., 10c	OF AA	395.00	(7)	395.00
Rowe Candy (8 col.) Rowe Crusader (10 col.)	85.00 155.00	85.00	85.00	85.00
Rowe Diplomat Electric	133.00	155.00	155.00	155.00
(8 col.)	175.00	175.00	175.00	175.00
Rowe President (8 col.)	155.00	155.00	155.00	155.00
Rowe President (10 col.)	135.00	135.00	135.00	135.00
Rowe Royal (10 col.)	155.00(2) 145.00	155.00(2)	155.00(2)	155.00(2
		145.00	145.00	145.00
Silver King 1c Ball Gum	7.45	7.45	7.45	7.4
Silver King 1c Mdse	7.45	7.45	7.45	
Super Vend Selective Drink	7.45	7.45	7.45	7.4
Vendor, 3 Drinks	325.00	325.00 335.00	225 00	*** ** *** *
Jneeda Electric (8 col.)	99.50	223.00 333.00	325.00	325.00 335.0
Uneeda Electric (9 col.)	125.00	125.00	125.00	125.0
Uneeda Model A (6 col.)	87.50	87.50	87.50	87.5
Uneeda Model E (6 col.)	75.00	75.00	75.00	75.0
Uneeda Model E (8 col.)	85.00	85.00	85.00	
Uneeda Model 500 (9 col.)	135.00	135.00	135.00	135.0
Uneeda Monarch (6 col.)	87.50		87.50	87.5
U-Select-It	49.50	49.50	49.50	The second secon
Wizard Scale	39.50	39.50	20.00	170.0
	27.50	27.20	39.50	39.5

Code of Acceptance

• Continue1 from page 80

operation, unless the machines have, in fact, been placed on location prior to insertion of the advertisement.

5. If the advertiser desires to sell machines from stock and not on location, his advertisement must make that fact clear. Any offer to subsequently place these machines on location for the buyer must be bona fide and clearly covered in the advertisement.

6. The advertiser, whose intent is to sell vending machines whether on location or not must make such intention clear, without representing or implying that the advertisement offers employment or appointment as a distributor.

7. Advertisers shall not offer franchises or infer the availability of franchises either on vending machines or any merchandise to be dispensed by the machines, unless such offer may properly be made and is within the rightful province of the advertiser to offer.

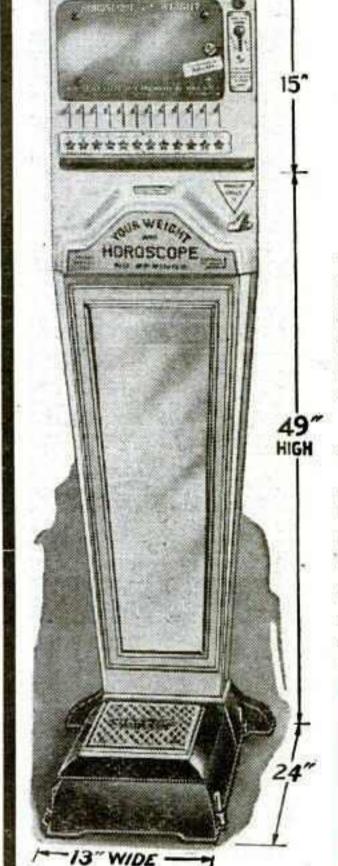
8. If the advertiser intends to require payment of any sort from a prospect replying to the advertisement he must so state. Further, he must make the purpose of this payment sufficiently clear. Whether it is an investment, per se, down payment on a minimum number of machines or payment for an original stock of merchandise, or a combination of the latter two, the purpose of the

payment must be clear.

9. Advertisers shall not be permitted to represent or infer that the buyer of vending machines will be entitled to buy vending merchandise direct at a wholesale price from any supplier because he has bought the machines or because of his dealings with the advertiser, unless the advertiser is empowered with the right to offer this privilege by one or more suppliers in the field served by the machines offered for sale.

7382 Beverley Blvd.

THIS IS NEW!



5 C HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE
... A 5c horoscope vending machine and a 1c coin
controlled scale. They occupy the floor space of
only one machine and the
5c horoscope attachment
alone increases the earnings 100%.

SMALL DOWN
PAYMENT,
BALANCE \$10.00
PER MONTH

NOT A NOVELTY BUT AN INVESTMENT WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

SPECIAL ROWE IMPERIAL 6-cols.—240 cap. All King Size or Regular \$85.00

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25¢ or 30¢ operation. (\$5.00 additional for 30¢ vending.)



Unceda Monarch,*

Vends All King or Regular Size, 6 Cols., 380 pack cap.

S87.50

Our Paints Are VENDERIZED
Prevents Peeling, Flaking and Rusting.

All Equipment Unconditionally Guaranteed.

Trade Prices. 1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.



"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

For Experienced Coin Machine SALESMEN

Opportunity to represent Manufacturer—on a rental lease or outright sales basis—whichever your Operator prefers, for the fastest moving candy bar machine ever built to sell Hershey type bars. Unlimited locations, close factory support and strong factual selling kit plus a fine machine offer rare opportunity. Protected territory given to men who CAN PRODUCE and are experienced in selling through Business Opportunities.

Write fully, giving experience, references to

Sales Manager

Robric Corporation

Los Angeles 36, Calif.



YOU HAVE TRIED THE REST . NOW BUY THE BEST! VICTOR'S DE LUXE

GLASS GLOBE STYLE



Cases of four order) \$13.50 each

Separately and transfer of the

VENDING MACHINES

HALF-CABINET STYLE

Same price as Clobe Style TWIN WIXDOW STYLE, SOC EXTRA

Write for lowest prices on gum and charms



VICTOR'S TOPPER

The World's finest bulk and charm vendor. t these low prices 100 or more \$12.00 each

Less than 100 \$12.50 each Equipped with large

globe. We stock the com-plete line of Victor vendors and parts. VENDING CO.

Money-Making, Money-Saving

DEAS FOR OPERATORS!

Valuable Information Can Be Yours

Every Month . . . Without Cost!

This breezy little newspaper has made a big hit with oper-

ators the country over ... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equip-

ment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

Pittsburgh 19, Pa. ATlantic 1-2540

20 BRAND NEW 5c Hot Nut Machines

Slup proof, white enamel \$12.50 Each Seacoast Distributors Elizabeth, N. J.

NAMA Committees to Hold Gotham Meetings

NEW YORK, Nov. 14.—National Cambridge, Mass.; O. A. Glaze-Automatic Merchandising Asso-ciation committee meetings, to Fred Hebel Corporation, Chicago; discuss plans for the 1954 NAMA Alex Izzard, Vendo, Kansas City,

sessions and to confer with operators.

The Monday session of the trade such, National Bisquit Company, show committee will be chaired by James Teahan, Eastern Electric, New Bedford, Mass. The following members comprise the committee:

David Collins, Coca-Cola; Robert Daughtery, James O. Welch,

Net Income for Three Suppliers Almost Static

CHICAGO, Nov. 14.-National Biscuit Company's net income for the third quarter this year was \$4,547,611, within a few dollars of the \$4,524,495 earned during the like 1952 period. For the 12 months ended September 30, however, net income showed a slight drop: \$17,557,426, compared with \$17,878,344 during the same perido last year.

Life Savers Corporation net earnings for the first nine months this year were \$1,589,171, almost on a par with the \$1,591,821 for the like 1952 period.

Dr. Pepper Company also experienced a static net income for the first three quarters in 1953 and 1952: \$624,033 and \$610,334 respectively.

convention to be held in Wash- Mo.; Robert Kyle, American ington, October 10-13, and to Chicle Company; Paul Little, Pepthrash out regional problems, will si-Cola; Stuart Lyon, Lyon Indusbe held in the Hotel Lexington here, Monday and Tuesday (16 and 17).

Peter Malloy, from the NAMA Chicago headquarters, will be in New York all week to extend the New York all week to attend the Louis; Fred Storm, P. Lorillard; John Taylor III, Chef-Way, Kan-sas City, Mo., and Harry B. Gor-

> For the regional and area committee meets Tuesday, Marcus Kaplan, Roanoke, Va., and Joseph McGlenn, Pittsburgh, will be chairman and vice-chairman, respectively.

MANDELL GUARANTEED USED MACHINES

	elling.
N.W. DeLuxe 14 & 54 Comb\$	13.95
N.W. #39 1¢ Porc	7.95
N.W. #33 1¢ Porc. B.G	7.95
Master 1¢ Bulk Porc	7.45
Master 5¢ Bulk Porc	7.45
Master 1¢ & 5¢ Bulk Porc	7.95
Columbus 1¢ Bulk	7.45
Silver King 1¢ B.G. or Mdse,	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
and a diller of the second of	7.45
Advance #11 Mdse	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.90
Pistachio Nuts, Vendor's Mix	.83
Cashew Whole	.59
Cashew Butts	.52
Peanuts, Jumbo	.34
Spanish	.28
Mixed Nuts	.55
Almonds 400 ct. 5 lbs. vac. pk	.85
Baby Chicks	.32
Rainbow Peanuts	,30
Boston Baked Beans	.30
Hobby Mix	.30
Jelly Beans	.28
Licorice Lozenges	4.25
M & M	.44
Asserted Fruit Charms, 100 ct	.42
Rain Blo Ball Gum, all sizes, 200 fbs. minimum. Prepaid, per lb\$.28

Complete line of Parts, Supplies, Stands Globes, Brackets, Charms. Everything for the operator.

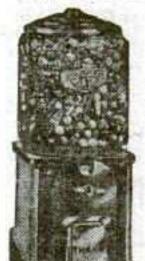
1/3 Deposit, Balance C.O.D

SALES AND SERVICE CO. MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4 6467

IT'S BACK!!!



VICTOR'S TOPPER

The world's

finest bulk and charm vendor \$50.00 per case of 4, less than 25 cases.

of 4, 25 cases or We stock the com-plete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies,

GRAFF VENDING SUPPLY CO. Dallas, Texas 2841 W. Davis

Telephone Ya-8323

BABY GRAND DELUXE ROCKET CHARMS

(Trade Mark)

That fabulous money maker . vending Rocket Charms with the special wheel at 5¢ per play . . . featuring all the earning power that can be built into a bulk vender. Equipped with two locks . . . one for efficient loading and one for money com-partment. Capacity ap-proximately 500 ROCKET CHARMS (trade mark).

Less than 25 cases, \$57.00 per case of 4. 25 or more cases, \$54.00 per case of 4. BABY GRAND DE LUXE also available for vending CHICLE TREETS and CHLORO TREETS. All machines packed and sold 4 to the case. F.O.B.

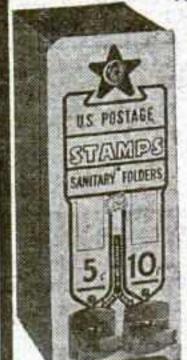
VICTOR

See Your Nearest VICTOR

VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, III. Mfrs. of the Famous TOPPER Line

SCHOENBACH STAMP VENDORS Folder Type



ATTRACTIVE OUTSTANDING Built to last for years, Per-

fect slug detection. Mechanism closes when empty Easy loading. Reliable performer Guaran-

2 Col. Vendor ias illustrated) \$22.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices 1/3 With Order, Balance C.O.D.

Distributors of Advance Vending Machines. 1647 Bedford Ave., Brooklyn 25, N. Y.

New Coin Units Vibrate Danes; Back for More

COPENHAGEN, Denmark, Nov. 14.-Proving ground for coin-operated service and vending machines of all categories is Copenhagen's big main railway station. Most recent vender to make its debut in town is a new machine, dispensing "relief for tired feet and legs," called Vibrator.

Two of the vibrators were set up in the main concourse of the station last week and seem to be doing fairly well. They are basically the same as those in use in America, resembling coin-operated scales, with a square metal plat-form backed by an upright metal cabinet containing mechanism and coin chute. Machines are of solid construction and are made, or assembled, by the Dansk Vibrator Company, Schweizerdalsvej Rodovre, Denmark.

Among enders that have been tried out, and stood the test, in the main station are wall-case perfume venders, made by Samson Automaten, Copenhagen, of which there are now three in the station; nylon stocking venders, one of each of the Wittenborg firm and Soren Wistoft, both of Copenhagen; seven scales, made up by Dansk Automatvaegt Fabrik, Copenhagen; a Wittenborg cigarette vender and four dispensers of Kodak film, bearing no name plate. There are also the usual paper cup, platform ticket and postage stamp venders and coin-operated lockers.

NATD Head **Explains Role** Of Venders

LOS ANGELES, Nov. 14.—Joseph Kolodny, managing director of the National Association of Tobacco Disttributors, Tuesday (10) told members of the Southern California Association of Tobacco Distributors that in 1952 there were more than 2,500,000 vending machines on location, and that approximately 18.4 per cent (460,-000) were cigarette machines.

He predicted that "automatic merchandising will apparently continue to expand, but its growth is subject to certain limitations. It is not the vending machine's function to purvey anything that is not the outgrowth of pin-point distribution and the resultant public acceptance of the product in substantial volume."

Kolodny added that while he does not underestimate the economic role of the vending machine and other distributive arteries, such as the department store, chain store and supermar-ket, he feels that their function depends largely upon products

Sugar Price **Dip Continues**

NEW YORK, Nov. 14 .- If the price of confectionery products follows the price of sugar, venders may soon be paying less for sirups and bar candies.

Major sugar refining companies have reduced their wholesale prices, effective immediately. The American Sugar Refining Com-pany and the National Sugar Refining Company dropped price .1 of a cent a pound in the East and South and .2 of a cent a pound in the West.

The new price for sugar in the East is 8.65 cents a pound, in the Southeast 8.5 cents and in the Gulf area and West 8.4 cents. Other refiners have announced similar reductions.

The price reduction follows a similar drop last week. The change was in keeping with the decline in the price of raw sugar, which has fallen more than .25 of a cent a pound to 6.05 cents. Competition from beet sugar and the availability of larger quantities of cane sugar have weakened the market.

Form Raisin Vending

NEW YORK, Nov. 14.-Raisin Vending Corporation was formed here by Robert P. Brown. Announced capitalization was 200 shares, no par value.



CHARMS!

NEW DESIGNS

 NEW IDEAS NEW FINISHES

send 35¢ Complete

Sample Kit False teeth · Silver tipped bullets · Ship-in-a-bottle · Light bulb · Cameo rings · Record albums IMMEDIATE DELIVERY



accessories

COMPANY

2538 Mission Street Pittsburgh 3, Pa.

TOPPER DELUXE HALF-CABINET STYLE Also Available VICTOR'S



Deluxe Globe Style VICTOR'S Baby Grand

Topper

Deluxe Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea. 13.25 ea. 100 or more. All machines packed and sold 4 to the case,

ROY TORR-LANSDOWNE, PA.

BALL & VENDING GUMS **BUBBLE, CHICLE** & CHLOROPHYLL

New LOW factory prices

Clor-o-Vend Ball Cum, Clor-o-Vend Chicks, 275 & Chicle Chicks, 320 & 520 ct. ... 36g lb. Bubble Chicks, 320 & 520 ct. ...30 € lb. These LOW prices F.O.B. factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP. Mt. Pleasant & Fourth Aves.



\$12.50 \$14.25 LESS THAN 100 MACHINES

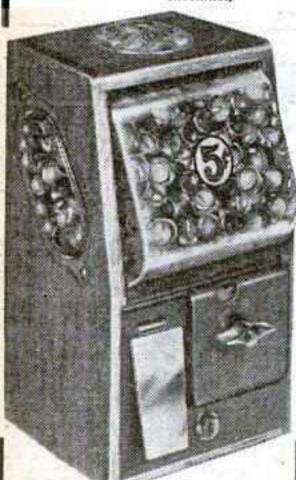
PARKWAY MACHINE CORPORATION 715 Ensor St.

GET INTO BULK YENDING WITH VICTOR *

*Money-Making Machines) lictor's Standard world's favorite. 100 or more, \$12.00 each.



Victor's Topper Your choice: Glass Globe Style or Half Cabinet Style. 100 or more, \$13.50 each. Less than 100, \$14.25 each. (For Twin Window Style, add 50¢ per machine.)



Victor's Baby Grand Deluxe (hot profit maker) 100 or more, \$13.50 each. Less than 100, \$14.25 each.

SPECIAL INTRODUCTORY OFFER! One Victor's Baby Grand Deluxe filled with rocket charms . . . \$25. Put on location and watch what this baby can do!

We stock the complete line of Victor vendors. All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-Ins Accepted. Prices subject to change without notice, Write for our complete charm and merchandise list.

Pioneer Vending Service 576 Albany Ave. Brooklyn J, N. Y. Phone: PResident 4-5358

"TOPSY TURNY

Spin Them and They Flip Over!

ASSORTED COLORS

PER THOUSAND VENDS IN ANY BULK

MACHINE

Order from your distributor or from . . .

uggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393



Every conceivable kind of has been sold in The Billboard.

What Do You Have To Sell? Write BOX 666 2160 Patterson St. Cincinnati, Oble

'53 Seen Good Year For Three Crops Important to Ops

WASHINGTON, Nov. 14.—The outlook is rosy for this year's production of three crops important to the vending machine industry, while a fourth is expected to show a decline from last was Agricultural Depart last year, Agricultural Department reported. Pecan production is headed for a record year, and gains are expected in sugar and peanut production, while a decline is forecast in production of tobacco.

Total tobacco production this year is predicted at 2,033,000,000 pounds, as compared with 1952 production of 2,255,000,000 pounds. Production of cigarette tobacco for the year is estimated at 1,234,-000,000 pounds, compared with 1,365,000,000 pounds harvested in 1952. Cigar tobacco production is estimated at 103,400,000 pounds, a decline of 4,200,000 pounds from the 1952 crop. Growers of cigar-filler and binder tobacco will vote on October 29 for or against marketing quotas for their 1954 crop, Agriculture Department reported this week.

Sugar beet production this year is expected to total 11,496,000 tons, a gain of 1,327,000 tons over 1952 production, while sugarcane prospects are for 7,525,000 tons, a decline of 74,000 tons from the 1952 crop. Distribution of sugar by refiners for U. S. consumption in the first eight months of 1953 was reported at 5,623,983 tons, compared with 5,568,617 tons in the same period of 1952.

Peanut production in 1953 is expected to be 1,394,000,000 pounds, a gain of 40,000,000 pounds over 1952 but 669,000,000 pounds below average production for the period 1942-'51.

Pecan production, headed for a record year, is forecast at 181,136,000 pounds, 22 per cent above 1952 and 3 per cent above the previous record year of 1948.

FTC Charges Peanut Millers

WASHINGTON, Nov. 14 .-Price fixing was charged against a group of 17 peanut millers by the Federal Trade Commission. The millers are members of the Virginia-Carolina Peanut Association, Inc., which, FTC charged, holds a "virtual monopoly" over peanut purchases from farmers in Virginia, North Carolina, Tennessee, Missouri and part of South Carolina.

FTC said that the Association bought 440 million pounds of a total peanut yield of 506 million pounds last year. FTC charged that the millers were co-operating in keeping prices to farmers as low as possible after the government abandoned its "management" of the peanut industry in 1952.

Charged in the complaint were James W. Jordan, M. C. Jordan and Robert W. Winbone, of the Virginia Peanut Co.; Binford E. Parker, Margaret Parker and Sarah Pond of Parker Peanut Co.; the Suffolk Peanut Co.; Planters Nut & Chocolate Co.; Birdsong Storage Co.; James I. Beale III, John Keller and Ann E. Beale, of Franklin Peanut Co.; Pretlow Peanut Co.; Columbia Peanut Co.; Severn Peanut Co.; Robert L. Hancock III, Robert L. Hancock Jr., G. S. Hancock and H. L. Hancock, of Hancock Peanut Co.; Edenton Peanut Co.; Farmers Cotton & Peanut Co., Inc.; Williamson Peanut Co., and Macklin Peanut Co.

Gordon Haase Joins Mech. Merchants

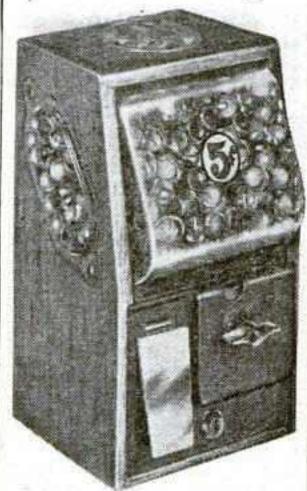
CHICAGO, Nov. 14.-Mechanical Merchants, Inc., announced the appointment of Gordon Haase as general manager. Haase formerly headed Arctic Vendor Sales Company, Inc., of Appleton, Wis., which produced ice cream vending equipment from 1948 to 1952, at which time it was

Mechanical Merchants operates cup beverage, ice cream and allied equipment and is owned by City Products.

Blue Jay Bows 2 10c Cookie Items

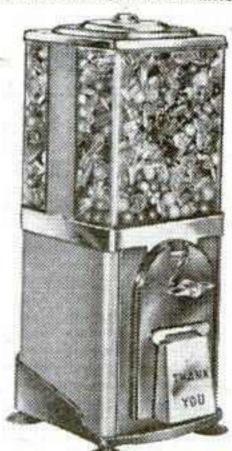
BROOKLYN, Nov. 14. - Blue EQUIPMENT, SUPPLIES AND SERVICES two new dime cookie packs. They Jay Foods announced this week write for complete charm and merchandise are a peanut butter and a creme- We carry 40 novelty items, 8 to 10 series filled sandwich cookie. Former packs weighs 2 ounces, latter 2.5 ounces.

They're ALL VICTORS The Finest in Bulk Vending



BABY GRAND DELUXE ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE

Twin Window Style \$59.00 per case of 4, in lots of less than 25 cases. \$56.00 per case of 4, 25 cases or more.



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)

\$57.00 per case of 4, less than 25 cases.



TOPPER DELUXE HALF-CABINET STYLE \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more. Price list.

plastic charms. GRAFF VENDING SUPPLY CO. 2841 W. Davis Dellas, Texas

Jung Joins **Vend-Rite** As Partner

CHICAGO, Nov. 14. — Dick Tennes, head of Vend-Rite Manufacturing Company, announced this week that Fred Jung had joined the firm as a partner. Jung left a 20-year post as plant superintendent with J. H. Keeney & Company. Prior to his association with Keeney, he was plant superintendent for five years with the Rock-Ola Manufacturing Company.

Jung will be in charge of production at Vend-Rite, while Tennes will head sales activities. Vend-Rite is continuing its contract production of stamp venders and output of its own equipment.

Badger, Auto. Enterprises in Joint Distrib Deal

LOS ANGELES, Nov. 14 .-Badger Sales Company and Automatic Enterprises, Inc., announced a joint venture in which the latter will distribute the Northwestern line of vending equipment.

Bill Happel, Badger president, stated that Robert Smith, of Automatic Enterprises, would handle equipment and supplies for Northwestern in Southern California.

Badger will continue to distribute Northwestern machines thru its area of the State and will also establish a used machine department at Automatic Enterprises.

Badger will utilize the additional floor space for the display of vending equipment. It also distributes APCO drink machines, the Martin candy vender, the Refresher Juice machine and Keeney's cigarette vender.

Amer. Tobacco Sales Top 1952

NEW YORK, Nov. 14 .- The American Tobacco Company and its consolidated subsidiaries showed a sales increase of nearly \$5,000,000 for the third quarter this year compared with 1952. The 1953 figure was \$291,111,000, compared with \$286,138,000 last year. Net income for the third quarter

this year was \$12,808,000, equal to \$1.86 a common share, against \$10,239,000 or \$1.47 a share in the corresponding quarter a year ago. Estimated net income for the

first nine months of this year was \$29,883,000, equal to \$4.26 a common share, compared with \$25,-332,000 or \$3.56 a share in the prior year's period. Sales for the nine-month period were \$815,891,-000, against \$793,191 a year ago.

Bake-O-Nuts A New Line of Salted Nuts For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toesting and salting other nutmeats to make them especially suitable and profit-able for yending machines.

BAKE-O-NUTS ARE BAKED-NOT FRIED NOT GREASY-NO OILS USED NO OIL SMEAR ON GLASS BOWL NO LOOSE SALT TO CLOG MACHINE MORE DELICIOUS-MORE CRISPY STAY FRESH LONGER THAN FRIED NUTS Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually

Get 6% More Nuts Per Pound. CASHEWS Small Wholes. . @ .65 lb. CASHEW BUTTS@ .60 lb. MIXED NUTS @ .70 lb. Cashews—Almonds—Filberts

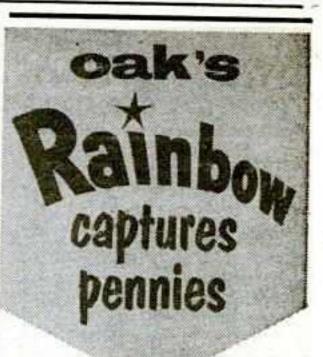
ALMOND Small Shelled . . @ .80 lb. PEANUTS Blanched Jumbos@ .44 lb. SOYNUTS (Don't- Miss

PISTACHIOS 4 Star Jumbo @ .93 lb. Red—In the Shell All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons. Terms: Cash With Order or if C.O.D.

BAKE-O-NUTS CO. 2 Staple St., New York 13, N. Y. Tel.: BEekman 3-7649

Send 1/3 Deposit With Order.

F.U.B. New York





precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines.

You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns-vend tab gum!



IN STOCK VICTOR'S

New



ORDER TODAY VEEDCO SALES (O. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448



CATALOG guide to efficient and economical

sopyrighted materia

FREE

Copy of

NEW

operation of coin operated machines. RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

GIVE TO THE

RUNYON CANCER FUND The state of the s

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other depart-

planning along the lines of new labels, mass merchandising and lower-priced lines (Music department).

INDIES FACE DISTRIBUTION STRUGGLE. Indie record

companies, especially new diskeries, and even new subsidiary

labels of the larger firms, are engaged in the toughest com-

petitive battle for adequate distribution in many a year (Music

\$15,965,414, compared with \$14,312,017 the preceding year

fall quarterly meeting of the Radio-Electronics Manufacturers

Association will be the recommendation for a definition of

minimum standards for high-fidelity equipment and com-

No. Jersey Ops Are Slow

To Adopt 10c Minimum

CAPITOL SALES UP. In the 12-month period ended September 30, net sales of Capitol Records amounted to

WOULD SET HI-FI STANDARDS. To be discussed at the

And many other informative news stories as well as the

EXPLAIN NEW VICTOR LABEL. Mannie Sacks, RCA Victor executive, this week clarified the firm's thinking and

ments up front in this issue of The Billboard are:

(Music department).

ponents (Music department).

are slow to adopt the policy of

sales executive of the Runyon Op-

Last May, Runyon instituted a policy of setting a 10-cent mini-

mum of juke box play, altho not increasing the prices. Instead of

being able to rlay a tune for a

nickel and five for a quarter, the

sey operators have adopted the

3-Month Net

Loss Reported

CHICAGO, Nov. 14 .- The Ru-

compares with a profit of \$122,356

In the first six months of the

company's fiscal year, April to November, a net loss of \$71,371

was reported. Net profit for the

corresponding period in 1952 was

"The loss for the quarter was

the direct result of the union

strike, called June 11 and ended

August 17, at the plant in North Tonawanda, N. Y.," Reuben C.

Rolfing, president, said.
Rolfing added, "Present production is at a satisfactory level."

directors November 6, a dividend

of 20 cents per share was declared,

payable December 1, to sharehold-

ers of record at the close of busi-

several hundred amusement machines. The size of the group

makes it possible to call a

special meeting in a matter of

Haish, Arlington Heights; Bob

Lindelof, Skokie; Harry Buthe,

Elgin; Barney Pauss, Aurora, and

Members of the club are: Andy

hours, it was pointed out."

ness November 13.

"At a meeting of the board of

\$364,987.90.

At Wuritzer

erating Division here.

eventual dime play.

Honor Roll of Hits and pop charts.

47-CITY TOUR NEARS END

Over 80,000 See Coin Exhibits At Hiram Walker Trade Fairs

view of coin-operated equipment AMI distributors. this year at the Hiram Walker Merchandising Fairs.

week (9-10) was Mike Spagnola, reported the biggest throng, 12,000.

Rock-Ola Sets Distributor in **West Germany**

Rock-Ola Manufacturing Company announced the appointment of Nova Apparate M.B.H. as its distributor in Western Germany.

Owners Hugo Pfohe and Alfred industry, it was estimated. Adickes, of Nova Apparate, last week visited the Rock-Ola plant held, the local Hiram Walker to wrap up business transactions in general.

Adickes has been in the coin machine industry for over 25 years and is known thruout Germany, England and many sections of the United States. Pfohe, comparatively new in the field, has been active in Germany as both an automobile dealer and the head of a plating foundry.

Nova Apparate's headquarters are in Hamburg. The firm is in the coin machine business exclusively.

Trad Bows Coin Model Clock-Radio

ASBURY PARK, N. J., Nov. 14 -A new coin-operated clockradio was introduced this week in a formica top night table.

The coin mechanism is set to of the association. operate the radio for one hour for 25 cents.

Features of the new clock-radio new model was not announced. our door. Trad is the successor to Tradio, pioneer coin-operated radio makers. Trad was organized cunning, clever and powerful. over five years ago.

Spagnola said that the fair was conducted with efficiency and public relations that resulted from this show would go a long way in bringing the liquor industry, tavern owners and liquor dealers, and the coin music business into closer harmony."

47 Fairs Staged and held over 47 thruout the country. The final fair will be in Sioux Falls, S. D., November 16. later date in another city. When the fairs are completed. over 80,000 persons from the liquor industry, will have seen exhibits of the coin machine

CHICAGO, Nov. 14. — Over who heads the Automatic Phono-branch offices invited members 80,000 persons had an up-front graph Distributing Company, from allied industries in their areas to exhibit. Harold Dols, Hiram Walker reported that the who has been in charge of the attendance at the Chicago show entire fair promotion, said, "We On hand to present coin was 10,000, one of the highest left the selection of exhibitors equipment in Chicago this recorded this year. New York to our local offices to insure visitors getting the best from their areas.

"Because we have often been that response to AMI equipment handicapped in the amount of showing was big. He said, "The space available for exhibits we have been forced to limit each allied industry to only one representative."

Coin Exhibitors

Every phase of the coin machine industry, music, vending and games, was invited to exhibit Hiram Walker started its at one time or another. Many Merchandising Fairs September 9 of the coin machine firms ex-

> Here are a few of the firms that exhibited in various cities and the products they displayed: Bush Distributing Company

exhibited at the merchandising In each city where fairs were fairs in Miami, Tampa, Jackson-(Continued on page 86)

1,000 Attend Dinner Of N. Y. Juke Box Ops

facturers and record company rep- present and future. resentatives, together with their families, jammed the Grand Ball- brighter and unsullied path ahead annual banquet of the New York our leadership; to keep our stand-Automatic Music Operators' As- ards elevated and our passions sociation.

President Albert S. Denver welcomed the operators and told them, "Let us not forget the hardearned lessons of yesteryear. Let us put the knowledge of what-not-to-do and what-to-do-more-of to work in the new year. Let us Jerry Vale, Columbia; Fran Wardecide we are better fitted than ever before to be successful and by Trad Television Corporation. 1 appy, and with renewed deter-The clock and radio operate mination." He was introduced by independently and are combined Al (Senator) Bodkin, who presented him with a gift on behalf

Counsel Sidney H. Levine, in an indirect statement about the proposed juke box royalty bill, are a built-in loop antenna; high warned that "our adversary of gain ferrite I. F. transformers and long standing, seeking wittingly a five-inch Alnico v Permanent or unwittingly to destroy our in-Magnet speaker. The price of the dustry, is once again knocking at

"Cunning, Clever" "Let no one mistake this-he is Merely because we have overcome

NEW YORK, Nov. 14.-Nearly him in the past provides no in-NEW YORK, Nov. 14.—Nearly him in the past provides no in-1,000 juke box operators, manu- surance against his wiles of the the nickel is eliminated with no

"Cur best guarantees of a room of the Hotel Commodore here are to keep on the alert at all Saturday night (7) at the 16th times; to co-operate fully with and prejudices submerged." Top Names

Many of the recording industry's top names performed for the operators. They included Monica ren, M-G-M; Charlie Applewhite, Decca; Leslie Crayne, M-G-M; Joni James, M-G-M; Kitty Kallen, Decca; Georgia Gibbs, Mercury, and Alan Dale, Coral.

Also Mindy Carson, Columbia; Danny Sutton, RCA Victor; Martin Walker, Cammarota; Phil Gordon, Front Page; Hibbard, Byrd dolph Wurlitzer Company reand LaRue, dance team; Jones ported a net loss of \$49,022.40 for and Wilbert, dance team; Eydie the three months ended Septem-Gorme, Coral; Danny Winchell, ber 30, the second quarter of the M-G-M, and Tito Puente and his company's fiscal year. This loss

Music was provided by Maurice for the corresponding period in Scott and his orchestra, while 1952. Gene Baylos acted as emsee. Diskery Guests

The following record firms sent representatives: Columbia, M-G-M, Decca, Capitol, Bruno-New York, RCA Victor, London Audivox, Apollo, Benita, Mercury, (Continued on page 87)

Illinois Ops Form Co-Op

AURORA, Ill., Nov. 14 .- Five Northern Illinois operators held a meeting at the Leland Hotel here last week and formed the Co-Op Club.

They agreed to co-operate on their problems; to co-ordinate the effects of the Illinois Amusement Association and the Northern Illinois Automatic Phonograph Association, since its members are officers of both associations; to promote dime play and to co-operate in any program or action for the betterment of the coin machine industry.

Members of the club own and Louis Casola, who was elected operate 1,600 juke boxes and chairman, Rockford.

NEWARK, N. J., Nov. 14 .- one-for-a-nickel, five-for-a-quar-Northern New Jersey operators ter system,

He added that the dime-minieliminating the nickel from juke mum policy now holds true on box play, according to Ed Burg, nearly 50 per cent of Runyon's locations, with all new locations having that price structure.

> Meanwhile, Runyon this week stepped up its public relations program by donating a juke to the American Legion Post No. 220, South Orange, N. J.

nickel and five for a quarter, juke box patron can play two for a dime and five for a quarter. In this way, Burg explained, price increase and, at the same time, the patron gets used to the idea that he is going to spend at least a dime. Burg believes this time, the patron gets used to the practice will pave the way for Few Converts Burg said that a few North Jer50% Over 1952

dime-minimum policy, but that the CHICAGO, Nov. 14. - H. C. vast majority are sticking to the Evans & Company announced this week that its production of juke boxes for the year would be more than 50 per cent over 1952.

> Les Rieck, sales manager of the phonograph division, said that the increase was expected to continue in 1954. Rieck added, "plans for a program to increase the number of employees, space and production have been completed.'

Rieck explained that the increase was reflected in the company's exports as well as in the States. Exports, so far this year, were estimated to be 50 per cent over last year's corresponding period.

The planned stepped-up production program follows a meeting held by the board of directors October 26, when the board elected R. W. (Bill) Hood as president and general manager of the company. (The Billboard November 7.)

Wright Fetes Oregon Trade

PORTLAND, Ore., Nov. 14.— Western Distributors, headed by Budge Wright, AMI distributors, held a get-together luncheon for coin music members in this area last week.

The purpose of the luncheon was to discuss local problems and further the company's good will program.

Eddie Peabody, king of the banjo, was the guest of honor. Peabody was currently appearing at Amato's Supper Club in Portland. Other guests were Bertha Gribble, owner of BG Record Service, and William Detlor, sales manager of BG.

LUCK HELPS COLLECTIONS

PORTLAND, Ore., Nov. 14. Barbara Helfrich, of General Amusement Company, found "lucky" money in her juke box collections.

Last week she discovered that one of the dollar bills in her collections bore a serial number that entitled the holder to \$25 from a local newspaper that was running "lucky-buck" campaign to increase circulation.

Local Judging Ends In Wurlitzer Contest

Nov. 14.—The local judging of test. In these cities, the first young music aspirants in the place prize, \$100, was usually Frankie Laine-Wurlitzer song con- awarded over radio or TV. In test, held in 40 cities thruout addition to the \$100, the winner the country, has been completed. had his recording advanced into One winner from each city will the national competition. enter the final lap of the event, the selection of the national winner.

In many of the 40 cities, local winners have been announced by

MIDLAND PLANS COIN-OPERATED AIR COOLER

CHICAGO, Nov. 14.-D. J. Maxin, president and owner of Midland Electronics Corporation, announced this week that Midland would have a coin-operated air conditioner on the market by early spring or sooner. He added, "The air conditioning units will be offered under an arrangement similar to that of coin-operated television. Midland has sold over 100 coin TV sets, equipped with electronic preview systems, to motels and other public locations in the Midwest.

NORTH TONAWANDA, N. Y., disk jockeys supporting the con-

The final winner will be presented a \$1,000 scholarship award by Reuben C. Rolfing, president of Wurlitzer; a trip to New York and the opportunity of recording a song for Columbia. The final judging is expected to be finished sometime next week. Winners Named

Here are some of the local winners and the cities they represent:

Joseph Lopez, 22, of St. Joseph, Mo., awarded \$100 first prize by J. W. Balk, Central Music Distributing Company, Wurlitzer distributors, at a special luncheon in Kansas City, Mo.

Active in the support of the contest was disk jockey Wayne Stitt of WHB-TV. Judges in the contest included Mary Gilmore, George Doss, Norman Robb and

Lawrence McKenzie was awarded first prize in Jacksonville, Fla., by disk jockey Dick Webb, WIVY.

In Denver, R. B. McAlister, of radio Station KGMC, presented the \$100 prize to Roxie Rotello (Continued on page 86)

ATOR! Do Your Xmas Gift Shopping

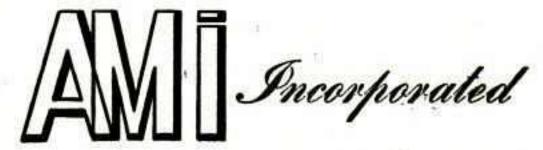


the Easy Way . . .

where you will find a group of carefully selected items for your location gift-giving for you to choose from. Do your shopping the "armchair" way . . . pick out your choice, send in your orders . . . and let the postman do the rest.



Equipment in Working Order May Still Need Replacement



AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

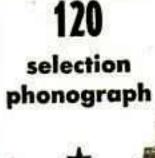
Copyrighted ma

ACCLAIMED

EVERYWHERE

Rock-Ola COMET

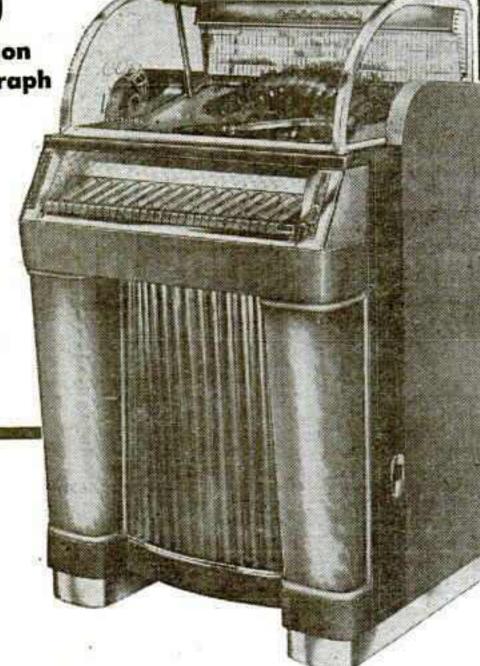
The original





World's **Smallest** Console Phonograph

> World's Smartest Styling



ROCK-OLA

MANUFACTURING CORPORATION

800 NORTH KEDZIE AVE., CHICAGO 51, ILLINOIS



Reconditioned Music Equipment

Leads the Parade Check These MONEY-MAKING BARGAINS

SEEBURG

147M 146M WURLITZER 1015 \$99 AMI Model C \$289 WURLITZER 1100..... 219 ROCK-OLA 1426 ROCK-OLA 1422 AMI MODEL A...... 169 ROCK-OLA 120 ROCKET Write

Wall Boxes \$5 to \$35 PHONE

1/3 Down, Balance C.O.D. Export Inquiries Invited

MUSIC SYSTEMS

Defroit, Mich. -10217 Linwood Cleveland, Ohio-2600 Euclid Cherry 1-3801 Lansing, Mich. —1224 Turner Lansing 5-4243 Toledo, Ohio -1302 Jackson

Main 6192

GIVE TO DAMON RUNYON CANCER FUND

Music Route Management

Plus Profit From Piped Music

By AARON STERNFIELD

How would you like to have 25 music locations whose grosses never vary from month to month and whose annual dollar volume you could figure out a year in advance?

Carl Pavesi, who has operated music equipment in White Plains, N. Y., since 1936, has 25 such locations on the piped music route he operates in combination with his juke box business.

Plains area which Pavesi couldn't seem to sell because the locations felt they were just a bit too toney for a juke box.

tem which enabled an operator to gram it. pipe music to locations by installing amplifiers and using leased telephone lines.

Factories and Stores

Current piped-music locations include six factories, five stores and 14 better-class restaurants. Equipment for the operation consists of a Telemeter unit, two Seeburg and one AMI phonographs (total value of \$6,000) and a 5,000record library. Each location, of course, has at least one amplifier.

The tunes are transmitted over leased telephone wire, with Pavesi and the telephone company oper-ating under contract. Service, however, is limited to the immediate White Plains vicinity.

Pavesi's operation is similar to Muzak, but the locations have some say in programing. All it takes is a phone call from the loplayed. Three channels take care commissions paid on the spot. of the 25 locations.

Pavesi's library system enables phabetical, by tune and artist, with each disk having a code number. Once the code number is lonumber from the coded shelves.

Pavesi owns all the records outally bought it.

Juke Box Route

The the piped-music route has turned out to be a lucrative one, Pavesi still regards it as supplementary income, relying on his juke box route for the main source of his revenue.

\$35 or \$40 a month should be a loud number blares out. Barcharged piped-music locations, al- tenders, too, he adds, are startled, the the price will vary depending and have to turn the volume conon the type location and the hours trol, thus disturbing their work.

service required. was too high, took in a 100-selec- not to startle.

tion phonograph from another openough revenue.

Plus Revenue

Pavesi regards his piped-music operation as plus revenue, as he certainly wouldn't be able to install juke boxes in the store and factory locations, and most of his better-class restaurant locations had refused coin-operated music.

From 1936 until 1947 Pavesi is time-consuming, but thoro, and concentrated on his coin-operated he feels the results warrant the music route. But there were sev- time. He started out by patterning eral plush locations in the White his programing after Muzak, but later evolved a system which entails studying The Billboard charts, with an ear toward light classical music, then reviewing At that time, Pavesi became in- each record personally before deterested in a telephone music sys- ciding whether or not to pro-

Class Locations

He feels that other operators can supplement their route incomes if they have a number of class locations within a small enough area to be serviced by the local phone company.

Pavesi's real bread and butter, tho, is his 55-machine juke box held off until Pavesi's son, who is with the U.S. Army in Germany, returns to civilian life. One serviceman currently handles the day treck, with Pavesi, in addition to his other duties, handling night service calls.

While the operation normally calls for another man, Pavesi feels that it wouldn't pay to break one in, as he expects his son to return from the service soon. Each box on the route is serviced at least cation to Pavesi to have a number once every other week, with cash

Contract Viewpoint

While Pavesi favors contracts, him to locate a record in a matter he feels that some of his locations of seconds. Four books are kept, will keep their word on a verbal for dinner, vocal, EP and day- agreement, while others will viotime selections. Listings are al- late the tightest contract ever written. He doesn't press the point.

Pavesi believes in 45's, with 35 cated, it's a simple matter to take of his 55 boxes using the donut the disk with a corresponding disks, and the rest to use them soon. He doesn't encourage location requests for records, regardright. He once rented a 360-record ing them as a necessary evil. library from London, but eventu- However, any record requested is delivered.

One of the greatest needs of the records industry, as far as juke box operators are concerned, is a volume uniformity in disks, according to Pavesi.

Volume Control

He feels that customers are plan this year." He figures that a minimum of often jolted off their stools when

This annoyance to customers be conducted again next year." The income is steady and pro- and employees could be avoided, vides a known and constant Pavesi maintains, if record comsource of revenue, year-in and panies would act on the assumpyear-out. In six years, Pavesi has tion that music is often a back-

Pavesi's juke boxes are set for erator, and eventually had the nickel play, six-for-a-quarter. He unit taken out by the operator feels the time isn't ripe for dime who felt it wasn't producing play. However, he is impressed by the North Jersey experiment, which has eliminated the nickel, with two-for-a-dime and six-for-aquarter.

Minthorne Music Opens New Office In Palm Springs

LOS ANGELES, Nov. 14. -Seeburg distributors Jean and Dolores Minthorne, operating the Minthorne Music Company, announced the opening of an office in Palm Springs, Calif., this week.

The addition to the firm's string of branches will largely handle Seeburg's home phone unit, which has been exceptionally successful for Minthorne,

Accompanying Mr. and Mrs. Minthorne to Palm Springs for the opening was George Mahlum, firm's home-phono sales manager.

Minthorne has in addition to route. Expansion plans are being its new Palm Springs branch, offices in Los Angeles, Beverly Hills and Phoenix, Ariz.

47-City Tour

Continued from page 84

ville and Orlando. The firm exhibited the Wurlitzer phonograph and games of Chicago Coin, Williams Manufacturing Company and Exhibit Supply.

Runyon Sales Company exhibited AMI equipment at fairs in Newark, N. J.; Trenton, N. J. Hartford, Conn.; New York, and Bridgeport, Conn.

S. L. London Music Company displayed Seeburg's new hiequipment in Milwaukee.

The Lieberman Music Com pany showed AMI's Model E at the fair held in Omaha.

Fair History

J. F. Wright, of the publicity department of Hiram Walker, explained the origin of the merchandising fairs. "Four years age our Newark distributor originated the idea," he said. "His show met with success and so we increased the number of fairs each year. Last year we had 12 shows in Eastern and Midwestern cities. The success of these fairs resulted in our nation-wide

When asked if the fair would be held again next year, Wright said, "It is too early to make a complete appraisal of the 1953 results, but I am sure that it will

The Hiram Walker Merchandising Fair is composed of four traveling units, each a complete fair and each responsible for a lost only two piped-music loca- ground for conversation and that section of the country. Wright tions. One of these felt the cost its functions should be to soothe, said, "We divided the fair into four units so that the running time could be held down to two months."

Local Judging

Continued from page 84

November 1 over Station KFEL-TV on a sho - called "Wax Facts." Station WEBR, Buffalo, announced Charles Caci as its winner of the Wurlitzer-Laine contest. Bob Wells, the sponsoring jockey, made the presentation. Jerry Adams, of Oakland, Calif.,

was declared winn by disk jockey Wally King and the judges for Station KSFO, Oakland, Calif.

Al Rockwell, deejay of Des Moines, announced Charles Hartley winner for that area.

In Chicago, disk jockey Eddie Hubbard, WENR, announced entrant Eileen Pearl as the winner.

Boston judges picked Guy Rotondo, of Woburn, Mass., from more than 200 contestants. Judges were George Clarke, Boston Daily Record columnist; Danny White, theatrical agent; Paul Bishop, Columbia Records; Charles Suesens and Harry Poole,

Poole Distributors. Several contestants received contracts for personal appearances with name bands in various Summer parts of the country.

Copyrighted material

Meet Carl Pavesi Connecticut, to set up loca-

Carl Pavesi, president of the Westchester Operators' Guild since its organization four years ago, entered the coin machine business in



CARL PAVESI

Westchester County nearly 20 years ago. He started out as a manufacturer of coin-operated derricks, visiting virtually every tavern and restaurant owner in Westchester County, New York, and Fairfield County, The business collapsed two

years later and Carl went broke. However, Carl's friendship with tavern and restaurant owners paid off. He started an amusement games route, then branched into music when he bought a dozen machines from Sam Kressberg, of East Coast Distributors.

His original operation included Westcl.ester and Fairfield counties, but during the '40's he disposed of his Connecticut route to concentrate in the White Plains area.

Carl was born 52 years ago in Baden, in Germany's Black Forest. He worked in German and Italian hotels and came to this country when he was 26. He heads an organization of which 95 per cent of Westchester's music operators are mem-

THE BILLBOARD Index of Advertised Used

Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment. age, time on location, territory and other related factors.

50				
AMI	A400330V72W	1000000000	Town of	Issue of
	Issue of Nov. 14	Issue of Nov. 7	Issue of Oct. 31	Oct. 24
D 40 Hideaway	\$225.00	\$225.00	\$225.00	\$299.50
Hideaway	245.00	245.00	245.00	225.00 245.00
Model A	169.00 195.00	169.00 195.00	169.00 195.00	169.00 195.00
Model B	225.00 275.00 295.00(2)	225.00 275.00 295.00(2)	225.00 275.00 295.00(2)	225.00 275.00 295.00(2)
Model B	325.00	325.00	325.00	325.00
Model C	289.00 325.00	289.00 325.00	289.00 325.00	325.00 349.50
CONTRACTOR OF THE CONTRACTOR O	350.00	350.00	350.00	350.00
Model D-40				425.00 500.00
Model D-80			100	500.00
PACKARD				
Manhattan	79.50 95.00	79.50 95.00	79.50 95.00	79.50 95.00
RISTAUCRAT	16			
12 Record			60.00	60.00
ROCK-OLA 1422	59.50 60.00(2)	59.50 60.00	59.50 79.00	59.50 69.50
1422	75.00 79.00(2)	79.00 95.00	95.00	95.00 99.00
	95,00	125.00		DIMON DISSISSI
1426	75.00 89.50	75.00 79.50	79.50 99.00	84.50 99.00
	99.00 125.00	99.00 125.00 175.00	125.00	125.00
1428	225.00	199.50 225.00	199.50	
2420	200,000	245.00		
1428 Blond	199.50	III Sunsamen		
1432	350.00	450.00		
1434 (52-50) 1436	450.00 585.00 625.00	450.00 625.00		
Rockalite 48	275.00	275.00	275.00	
A STATE OF THE PARTY OF THE PAR	074.E117.E	1/35/39/0101		
SEEBURG				225.00
48 Blonde			359.50	379.50
M 100 A 78 RPM	485.00 489.50	495.00(2)	495.00(3)	495.00(2)
ATE ITO PARE USER AND AUGUSTALS AND AUGUSTALS	495.00(2)	519.50 550.00	519.50 525.00	519.50
VI 1	550.00		550.00	525.00(2) 549.50 550.00
224				595.00
M 100 BL				725.00
m 100 Dt				12.00
146	90.00 95.00	95.00 99.50	95.00	95.00
146	99.50	95.00 99.50	150000	
146	99.50 60.00	95.00 99.50	135.00	
146	99.50 60.00 165.00	95.00 99.50	150000	
146 Hideaway	99.50 60.00 165.00		135.00	95.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway	99.50 60.00 165.00	95.00 99.50	135.00 185.00 99.00 99.50	95.00 99.50 99.00 115.00
146	99.50 60.00 165.00 100.00 99.00 115.00	99.00 115.00	135.00 185.00 99.00 99.50 115.00	95.00 99.50 99.00 115.00 139.50
146 Hideaway	99.50 60.00 165.00		135.00 185.00 99.00 99.50	95.00 99.50 99.00 115.00
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50	99.00 115.00 129.50 135.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50	95.00 99.50 99.00 115.00 139.50 165.00 129.00 135.00
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00	95.00 99.50 99.00 115.00 139.50 165.00 129.00 135.00 149.50
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00	95.00 99.50 115.00 139.50 165.00 129.00 135.00 149.50 195.00
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00	95.00 99.50 99.00 115.00 139.50 165.00 129.00 135.00 149.50
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00
146	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 159.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 159.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 79.50	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 159.50 79.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 159.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 159.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 99.50	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 159.50 79.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 79.50 99.50 119.50	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50	135.00 185.00 185.00 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 79.50 94.50	99.00 99.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 99.50	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 159.50 79.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 79.50 99.50 119.50	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50	135.00 185.00 185.00 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 79.50 94.50	99.00 99.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 WILLIAMS Music Mite WURLITZER 500	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 99.50 19.50 95.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00	135.00 185.00 185.00 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 159.00 79.50 94.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 WURLITZER 500 700	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 99.50 119.50 95.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.00 79.50 94.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1947 Hideaway 1948 Hideaway WILLIAMS Music Mite WURLITZER 500 700 800	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 99.50 19.50 95.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00	135.00 185.00 185.00 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 159.00 79.50 94.50	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 Hideaway 1948 WURLITZER 500 700	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 79.50 99.50 119.50 95.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00 35.00 69.00 69.00 35.00 99.00 125.00(3)	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00 99.00 125.00(3)
146 146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1947 Hideaway 1948 Hideaway WILLIAMS Music Mite WURLITZER 500 700 800 850	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 79.50 99.50 119.50 95.00 69.00 69.00 69.00 125.00(3)	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 159.50 24.50 100.00	95.00 99.50 99.00 115.00 139.50 165.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway WILLIAMS Music Mite WURLITZER 500 700 800 850 1015	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 65.00 99.00 125.00(3) 150.00 165.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 69.00 69.00 69.00 99.00 125.00(3) 150.00 165.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00 99.00 125.00(3) 150.00
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway WILLIAMS Music Mite WURLITZER 500 700 800 850 1015	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 79.50 99.50 119.50 95.00 69.00 69.00 69.00 125.00(3)	99.00 115.00 129.50 135.00 165.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00 35.00 69.00 69.00 35.00 99.00 125.00(3)	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00 99.00 125.00(3)
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 35.00 69.00 69.00 69.00 99.00 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1948 Hideaway WILLIAMS Music Mite WURLITZER 500 700 800 850 1015	99.50 60.00 165.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 199.50 119.50 95.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00 219.00 225.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 69.00 69.00 69.00 35.00 99.00 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00 219.00 250.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00 245.00 249.50
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 69.00 65.00 99.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00 219.00 225.00 250.00 265.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 35.00 69.00 69.00 69.00 99.00 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 147M 148 Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00 219.00 225.00 275.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 69.00 69.00 69.00 35.00 99.00 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00 219.00 250.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00 250.00 275.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00 245.00 249.50 250.00 275.00
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 69.00 65.00 99.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00 219.00 225.00 250.00 265.00	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 69.00 69.00 69.00 35.00 99.00 125.00(3) 150.00 165.00 99.50 125.00(2) 139.00 219.00 250.00 265.00 275.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00 245.00 249.50 250.00 275.00 295.00(2) 325.00(2) 325.00(2)
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1949 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 79.50 99.50 119.50 95.00 69.00 69.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 125.00 125.00 219.00 225.00 275.00 295.00(2) 325.00 339.00	99.00 115.00 129.50 135.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00 35.00 69.00 69.00 69.00 69.00 79.50 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00 219.00 250.00 219.00 250.00 295.00(2) 325.00 339.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00 219.00 275.00 295.00(2) 325.00 339.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00 245.00 249.50 250.00 275.00 295.00(2) 339.00
146 Hideaway 148 Hideaway H 246 M Hideaway 147 Hideaway 146 M 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 159.50 215.00 99.50 119.50 95.00 69.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 165.00 125.00 79.50 125.00(2) 139.00 175.00 219.00 225.00 275.00 295.00(2)	99.00 115.00 129.50 135.00 165.00 129.00 135.00 179.50 185.00 159.50 215.00 79.50 94.50 119.50 35.00 99.00 125.00(3) 150.00 165.00 99.50 125.00(2) 139.00 219.00 250.00 2295.00(2)	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00 295.00(2)	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 99.00 125.00(3) 150.00 99.50 125.00(2) 139.00 245.00 249.50 250.00 275.00 295.00(2) 325.00(2) 325.00(2)
146 146 Hideaway 148 Hideaway 147 Hideaway 146 M 147 147 148 Blonde 148 ML Blonde 148 ML 148 SL 1946 Hideaway 1947 Hideaway 1948 Hideaway 1949 Hideaway	99.50 60.00 165.00 100.00 99.00 115.00 90.00 129.50 135.00 165.00 129.00 135.00 175.00 195.00 159.50 215.00 79.50 99.50 119.50 95.00 69.00 69.00 69.00 69.00 69.00 125.00(3) 150.00 165.00 125.00 219.00 225.00 219.00 225.00 275.00 295.00(2) 325.00 339.00 495.00 575.00	99.00 115.00 129.50 135.00 129.00 135.00 195.00 179.50 185.00 159.50 215.00 159.50 215.00 79.50 94.50 119.50 35.00 95.00 35.00 69.00 69.00 69.00 69.00 79.50 125.00(3) 150.00 165.00 79.50 125.00(2) 139.00 219.00 250.00 219.00 250.00 295.00(2) 325.00 339.00	135.00 185.00 99.00 99.50 115.00 165.00 125.00 129.50 135.00 195.00 179.50 185.00 159.50 215.00 79.50 94.50 100.00 69.00 69.00 69.00 69.00 99.00 125.00(3) 135.00 150.00 99.50 125.00(2) 139.00 219.00 245.00 219.00 275.00 295.00(2) 325.00 339.00	95.00 99.00 115.00 139.50 165.00 129.00 135.00 149.50 195.00 199.50 185.00 159.50 215.00 159.00 100.00 69.00 69.00 99.00 125.00(3) 150.00 99.50 125.00 125.00(2) 139.00 245.00 249.50 250.00 275.00 295.00(2) 339.00

1,000 Attend

Continued from page 84

Coral and Herald, Also present were New York's juke box distributors: Atlantic-New York (Seeburg), Runyon Sales (AMI), Young Distributing (Wurlitzer), Seacoast (Rock-Ola) and Herman Sales (Evans).

The radio industry was representc I by the following disk jockeys: Jack Lacy and Brad Phillips, both of WINS; Bill Silbert, WMGM and Martin Block, WNEW. Walter Framer, producer of the forthcoming video show, "Jack in the Juke Box," was also in attendance.

NYAMOA officers are Albert S Denver, president; Charles Bernoff, vice-president; Harry Wasserman, treasurer, and Sal Trella,
secretary. All the officers, as well
as Joseph Connors, Albert W. Bodline and Land Miami getting the new distributorship underway.

The location of the Mercury
distributor in S.W. Eighth Avenue has resulted in its designation secretarial force.

New Fla. Distrib Named by Mercury

MIAMI, Nov. 14. - It was announced here this week that a new firm, Mercury Record Distributors, headed by Steve Brookmire, had acquired the Mercury distributorship for Florida.

Brookmire formerly was associated with Joe Brouman, American Record Distributors, Inc., who

had held the Mercury franchise. Lloyd Cook, regional sales manager for Mercury Records who maintains headquarters in Nashville, spent several days in Miami getting the new distribu-

kin and Louis Hirsch are on the as coin row. Maintaining offices board of directors. Nash Gordon in the avenue, besides Brookis managing director and Sidney mire, are A & T Vending Compa-Levine is counsel. Marion Ferris ny, H & G Vending, Supreme and Delores Brown comprise the Distributors, and the distributors of Decca and King records.

Coinmen You Know

Miami

Willie Blatt, Supreme Distributors, is a firm believer in programing for juke boxes. Blatt contends that with the advent of the 100 and 120-selection automatic phonograph it is now possible to use about a dozen foreign recordings in every machine with profitable results. Other cate-gories could consist of popular numbers, polkas, waltzes, etc., says Blatt.

He is especially strong for European recordings on the ground that they will attract nickels from the minority groups. A small number of these records could be rotated from one machine to another, Blatt adds.

Ed Mercer, Orange Blossom Music Company, says that the Redland vegetable farming district south of Miami, where most of his route lies, is experiencing a delay in getting the winter crop planted because of heavy rains.

Tops on Mercer's route in popularity are "Rags to Riches" and "Eh Cumpari" in the pop category; "Shake a Hand" and "One Scotch, One Bourbon, One Beer" in the rhythm and blues class and "Hey, Joe" in the hillbilly

The Capitol record distributor, the Florida Record and Appliance Company, has moved into its new building. Sharing space in the (Continued on page 90)

Extradite Prujanske, Mich. Governor Asks

DETROIT, Nov. 14. — With principals in the juke box labor racket case awaiting trial, Gov. G. Mennen Williams, Tuesday, requested the extradition of Herman (Turk) Prujanske, former night spot owner and one of the defendants.

Prujanske is in California and has been fighting efforts to bring him back.

The case resulted from a congressional committee investigation into charges that the principal function of Local 985 of the Teamsters Union, AFL, was to control the juke box business in Detroit.

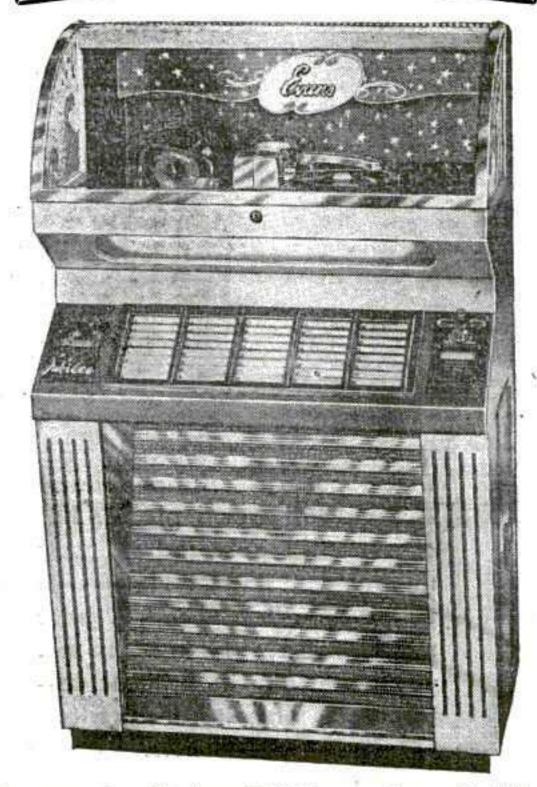
The other defendants are: William E. Bufalino, president of Local 985; Vincent A. Meli, head of Meltone Music and White Music; Cecil Watts and Lawrence J. Welsh, business agents of the union; Leonard Monteleone, alleged to have removed a juke box from a bar; Louis Fisher, head of Fisher Music, and Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan.

YOU'RE IN ... SOLID!

Once you've placed Jubilee Phonographs on your locations, you're setfor as long as you wish! Popular with locations for dependable, troublefree performance and colorful new beauty . . . accepted by players for rich, true-to-life Tone reproduction and simple selection, Jubilees make a firm foundation for a solidly profitable operation!

EVANS' 20 Records-40 Selections

EVANS' 20 Records—40 Selections 78 RPM



Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR EVANS' CENTURY 100/45

50 RECORDS-100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

How Was Your Timing on . . .

SLIM WHITMAN IMPERIAL 8208

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

SEPTEMBER

Title Strips Ready for Top **Juke Profits**

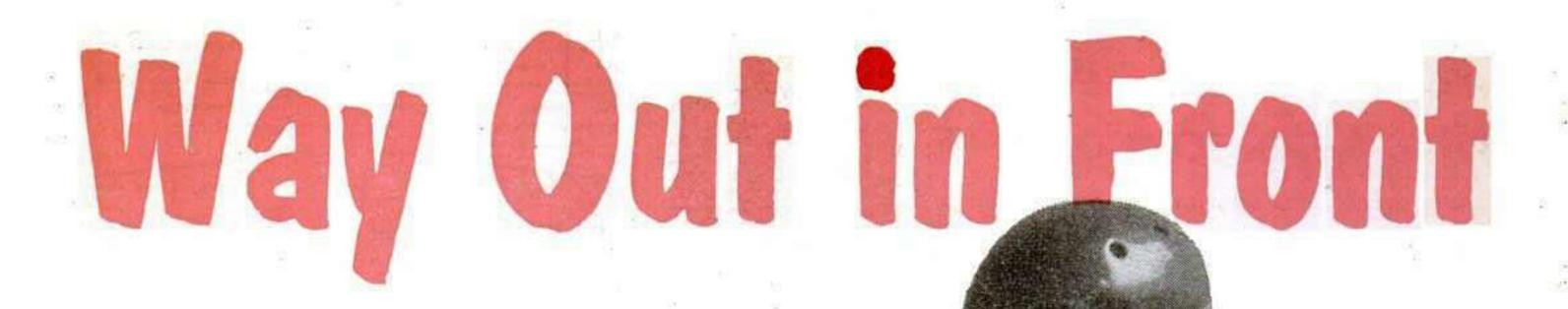
SEPTEMBER

CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400	strips)\$ 9.00 strips) 13.00	100 mm (100 mm)	strips) \$29.00
	strips) 17.00	E207400000	strips) 33.00
		90 (1800	strips) 36.00
60 (1200		100 (2000	strips) 39.00

	8		Date		
Please sta			-	ı	itle stri
\$enclosed.	for	3 full	month	s. Pa	yment i
Name					
Address	.,				
		50306		State.	



Talk about a colorful performer! This musical crowd pleaser has consistently powered its way through opposing lines to emerge with a clear field ahead. A great money maker, see it in action and you'll see why its brilliant performance wins it All-American automatic music honors.

See Your Wurlitzer Distributor

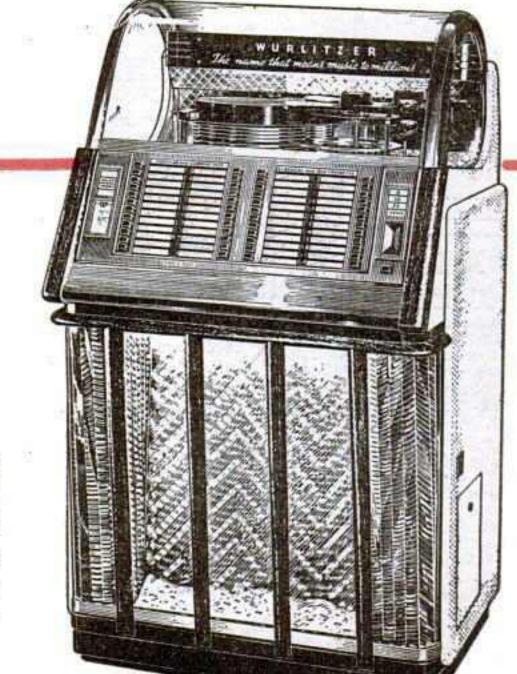
1650 48-SELECTION STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY

IDEAL FOR SMALLER LOCATIONS

The Wurlitzer Models 1650 for straight 45 RPM play, or 1600 playing 45 or 78 RPM records, offer many new features at a lower price. The sparkling glass dome and pilasters enhance eye-appeal and the new, smaller cabinet fits into limited space. Automatic volume control, too!

The Rudolph Wurlitzer Company . North Tonawanda, N. Y.



Copyrighted malerial

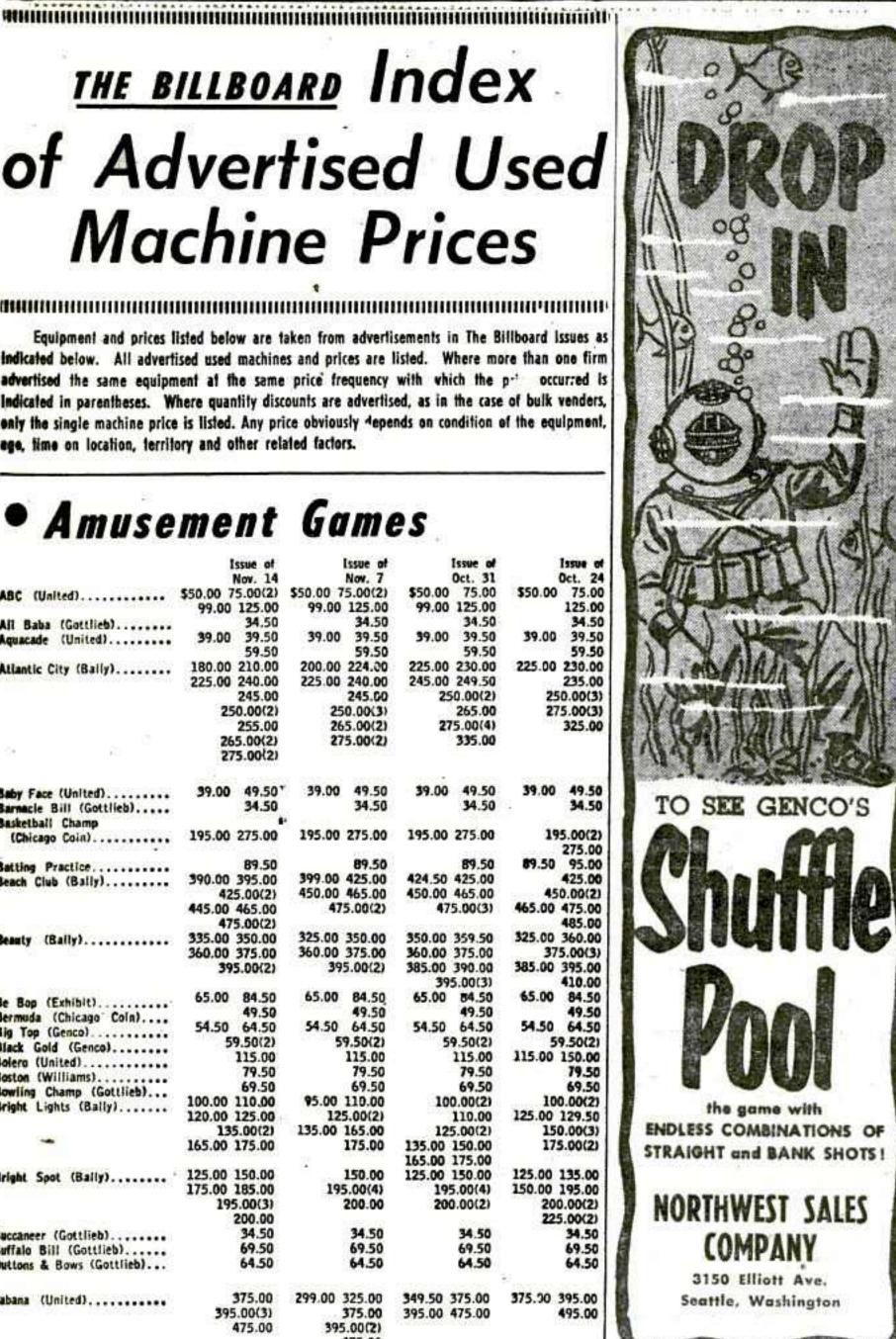
THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the p-1 occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, ege, time on location, territory and other related factors.

Amusement Games

,,,,,,,,,			(B) (B)	
	Issue of Nov. 14	Issue at Nov. 7	Oct. 31	Oct. 2
ABC (United)	\$50.00 75.00(2) 99.00 125.00 34.50	\$50.00 75.00(2) 99.00 125.00 34.50	\$50.00 75.00 99.00 125.00 34.50	125.0
Aquacade (United)		39.00 39.50 59.50	39.00 39.50 59.50	39.00 39.5
Atlantic City (Bally)	180.00 210.00 225.00 240.00	200.00 224.00 225.00 240.00	225.00 230.00 245.00 249.50	235.00
	245.00 250.00(2)	245.00 250.00(3)	250.00(2) 265.00 275.00(4)	275.00(3
a a ⁰	255.00 265.00(2) 275.00(2)	265.00(2) 275.00(2)	335.00	
Baby Face (United) Barnacle Bill (Gottlieb)		39.00 49.50 34.50	39.00 49.50 34.50	
Basketball Champ (Chicago Coin)	195.00 275.00	195.00 275.00	195.00 275.00	195.00(2 275.00
Batting Practice	89.50 390.00 395.00	89.50 399.00 425.00	89.50 424.50 425.00	89.50 95.00 425.00
	425.00(2) 445.00 465.00 475.00(2)	450.00 465.00 475.00(2)	450.00 465.00 475.00(3)	450.00(2 465.00 475.00 485.00
Beauty (Bally)		325.00 350.00 360.00 375.00 395.00(2)	350.00 359.50 360.00 375.00 385.00 390.00 395.00(3)	325.00 360.00 375.00(3) 385.00 395.00 410.00
Be Bop (Exhibit)	65.00 84.50 49.50	65.00 84.50 49.50	65.00 84.50 49.50	65.00 84.50 49.50
Bermuda (Chicago Coln) Big Top (Genco)		54.50 64.50 59.50(2)	54.50 64.50 59.50(2)	54.50 64.50 59.50(2)
Black Gold (Genco) Bolero (United) Boston (Williams)	115.00	115.00 79.50	115.00 79.50	115.00 150.00 79.50
Bowling Champ (Gottlieb) Bright Lights (Bally)	69.50 100.00 110.00	95.00 110.00	69.50 100.00(2)	69.50 100.00(2)
	135.00(2)	125.00(2) 135.00 165.00	110.00 125.00(2)	125.00 129.50 150.00(3)
and the result of the second	165.00 175.00 125.00 150.00	175.00	135.00 150.00 165.00 175.00	175.00(2) 125.00 135.00
Bright Spot (Bally)	175.00 185.00 175.00 185.00 195.00(3) 200.00	150.00 195.00(4) 200.00	125.00 150.00 195.00(4) 200.00(2)	150.00 195.00 200.00(2) 225.00(2)
Buccaneer (Gottlieb) Buffalo Bill (Gottlieb) Buttons & Bows (Gottlieb)	34.50 69.50 64.50	34.50 69.50 64.50	34.50 69.50 64.50	34.50 69.50 64.50
Cabana (United)	375.00 395.00(3) 475.00	299.00 325.00 375.00 395.00(2) 475.00	349.50 375.00 395.00 475.00	375.90 395.00 495.00
Camel Caravan (Genco) Campus (Exhibit) Canasta (Genco)	69.00 84.50	69.00 84.50	69.00 84.50 40.00	69.00 84.50 40.00
Carnival (Bally)	150.00 49.50 39.00	49.50 39.00	49.50 39.00	49.50 39.00
Catalina (United) Catalina (Chicago Coin) Champion (Bally)	35.00 49.50 75.00	35.00 39.50 49.50	35.00 49.30 75.00	35.00 39.50 49.50
Chinatown (Gottlieb)	89.50 160.00 165.00	75.00 89.50 165.00	89.50 155.00 165.00	75.00 89.50 155.00(2) 165.00
Cinderella (Gottlieb) Circus (United)	29.50 195.00 225.00 250.00(2)	29.50 187.50 195.00 250.00(2)	29.50 195.00 235.00 250.00(2)	29.50 195.00 250.00 295.00(2)
Citation (Bally)	295.00 39.50 42.50 79.50	295.00 39.50 42.50 79.50	295.00 30.00 39.50 42.50 79.50	30.00 39.50 42.50 79.50
Coney Island (Bally)	125.00 140.00 150.00(2) 175.00 195.00(2)	125.00 150.00(2) 195.00(3)	150.00(2) 195.00(4) 200.00	150.00(3) 195.00(2) 200.00 225.00(2)
Control Tower (Williams)	200.00	109.50	109.50	223.00(2)
Coronation (Gottlieb)	125.00 165.00	165.00	165.00	165.00 170.00 125.00
Cross Roads	110.00 150.00 125.00 149.50	150.00 125.00 149.50	150.00 125.00 149.50	125.00 145.00 115.00 125.00(2) 149.50
Dallas (Williams)	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams) Dew-Wa-Ditty (Williams)	89.50 34.50 49.50	89.50 34.50 49.50	34.50 49.50	89,50 89.50
Double Feature (Gottlieb) Double Shuffle (Gottlieb)	165.00 89.00 49.50 65.00	89.00 49.50 65.00	145.00 89.00 49.50 65.00	75.00 89.00 49.50 65.00
ght Ball (Williams)	40.00 89.50 119.50 125.00	40.00 89.50 119.50 125.00	40.00 89.50 119.50 125.00	40.00 89.50 119.50 125.00
A Paso (Williams)	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams)	75.00 49.50 60.00	175.00 75.00 60.00 75.00	175.00 75.00 75.00(2) 79.50	175.00 75.00 49.50 69.50
Floating Power (Genco)	75.00 79.50 44.50 49.50	79.50 44.50 49.50	44.50 49.50	75.00 79.50 44.50 49.50
Flying High (Gottlieb) Football (Chicago Coin)	185.00 190.00 65.00 69.50 95.00 145.00	185.00 65.00 69.50 95.00 145.00	185.00 65.00 69.50	185.00(2) 65.00 69.50
Four Corners (Williams) Four Horsemen (Gottlieb)	125.00 150.00 60.00 109.50	135.00 49.50 109.50	95.00 145.00 135.00(2) 109.50	95.00 145.00 135.00(2) 59.50 109.50
Four Stars (Gottlieb)	135.00 45.00	135.00 45.00	135.00 45.00	120.00 135.00
rolic (Bally)	225.00(2) 229.00 265.00	200.00 225.00 250.00 265.00	240.00 250.00(2)	45.00 240.00 250.00 265.00(2)
	275.00(2) 285.00	270.00 275.00 285.00 295.00	265.00 275.00(2)	275.00(3) 295.00(2)
eterity* (Bally)	100.00	110.00	285.00 295.00 125.00	125.00
eorgia (Williams)	89.50 35.00 49.50	89.50 35.00 49.50	89.50	89.50
lobe Trotter (Gottlieb)	135.00 55.00 59.50	35.00 49.50 135.00 55.00 59.50	35.00 49.50 135.00 55.00 59.50	35.00 49.50 135.00 55.00 59.50
Solden Nugget (Genca) 9	5.00 125.00(2) 175.00	125.00(2) 175.00	124.50 125.00(2)	125.00(2) 175.00
Greed Award (Chicago Cole).	35.00	35.00	175.00 35.00	35.00
Grand Slam (Gottlieb)		137.50	220.00	185.00 195.00 215.00 225.00

Bays-Dolls (Gottlieb).....



WAREHOUSE CLEARANCE SALE RECONDITIONED

	A DOMESTON OF THE EACH
4	15 SUNSHINE PARKS\$100.00
1	19 ACROSS-THE-BOARDS 95.00
۰	19 FUTURITIES
r	17 TOTORITIES
	23 TURF KINGS 35.00
	25 CHAMPIONS & WINNERS 20.00
	Swap For Late Bally Bingo Came:
	and 6-Player Shuffle Alleys.
	Write, Wire, Phone
	Jack Gorelick or Ed Randolph
	J. ROSENFELD
	J. KUJENTELD
	COMPANY
	COMPANI

3220 Olive St. St. Louis 3, Mo. (Phone: OLive 2800)

WANT TO BUY SHUFFLE GAMES

All kind for cash.

Boyle Amusement Co.

522 N.W. Third St. Oklahoma City, Okla. Phone: Regent 7-5631

BEST BUYS OF THE YEAR

ı	The state of the s
ı	10 United Libertys (Like New)\$279.00
ı	20 United Supers, Conv. Dbls. in
١	3, 5, 7 & 10th 219.00
1	20 United 10th Frames 199.00
١	20 United DeLuxes, Clean 119.00
d	10 Chi Coin 10th Frames 179.00
	5 Keeney Leag. Birs., Formica 69.00
l	5 Un. 2 Pla., Form. & Lge. Pins . 79.00
ı	4 Un. 4 Pla., Form. & Lye. Pins . 89.00
ı	4 Un. 5 Pla., Form. & Lge. Pins 99.00
ı	10 Dale Pistols 39.00
ı	BINGHAMTON AMUSEMENT CO., INC.
ı	
ı	221 Main St. Binghamton, N. Y. Phone: 9-1515

220.00 215.00 225.00

	*		DIN MAC	HINES	89
+	**************************************	Tissue of Nov. 14			
١	Handicap (Williams)	ASSESSED A	Nov. 7 67.50		Oct.24
	Happy Days	139.50	139.50	139.50	175.00 115.00 139.50
	Harvest Time (Genco) Hayburner (Williams)	55.00 65.00	55.00 65.00	55.00 65.00	55.00 65.00
	EQUIPMENTAL STATESCHEROSOLIFICOGE	CT CASHON W	75.00	75.00	69.50 75.00 100.00
	Hit and Run Hit 'N' Run (Gottlieb)	30.00 125.00 145.00	145.00	145.00	
Ħ	Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
F	Holiday (Chicago Coin) Holiday (Keeney)	125.00	45.00 59.50 125.00		
l	Hong Kong (Williams) Hot Rod (Bally)	135.00	i t i	110.00	
ľ	Humpty Dumpty (Gottlieb)	49.50	49.50	49.50	
ĺ	Jalopy (Williams)			129.50	129.50
H	Jockey Special (Bally) Joker (Gottlieb)	45.00 54.50 99.50	45.00 54.50 99.50	45.00 54.50	45.00 54.50
ij	Judy (Exhibit)	94.50	94.50	94.50	99.50 94.50
i	Jumping Jack (Genco)	90.00 110.00	90.00 110.00 150.00		90.00 110.00 130.00 150.00
B	Just 21 (Gottlieb) K. C. Jones (Gottlieb)	59.50 89.50	59.00 89.50	59.50	35.00 59.50 89.50
	King Cole (Gottlieb) King Pin (Chicago Coin)	49.50	49.50	49.50	49.50
	Markon Market Barrer	59.50 115.00 124.50	115.00 124.50		115.00 124.50
	Knock Out (Gottlieb) Leader (United)	69.00 89.50 135.00 175.00	69.00 89.50 145.00 175.00	69.00 89.50 144.50 155.00	69.00 89.50 155.00 175.00
	Lite-a-Line -('Ceeney)	79.50	79.50	175.00	A CONTRACTOR AND A CONTRACTOR
	Long Beach (Williams)	139.50 145.00	139.50 145.00	139.50 145.00	49.50 79.50 139.50 145.00
	Lucky Inning (Williams)	84.50	84.50	84.50	84.50
	Majors (Chicago Coin) Majors of '49 (Chicago Coin)	45.00	102220	64.50	64.50
	Mardi Gras	45.00 29.50	45.00 29.50	45.00 29.50	45.00 29.50
ı	Maryland (Williams)	49.00 49.50 84.50	49.00 49.50 84.50	49.00 49.50 84.50	49.00 49.50 64.50
	Mermald Merry Widow (Genco)	125.00 29.50	125.00	125.00	125.00
1	Minstrel Man (Gottlieb)	139.50	29.50 139.50	29.50 139.50	69.50 139.50
	Moon Glow (United)	49.50 49.50	49.50 49.50	49.50 49.50	49.50 49.50
	Niagara (Gottlieb)	110.00 140.00 145.00	140.00 145.00	140.00 145.00	145.00
	Oklahoma (United) Olympics (Williams)	64.50 69.50	64.50 69.50	64.50 69.50	64.50 69.50
	One, Two, Three (Genco)	145.00 150.00 34.50 45.00	125.00 145.00 34.50 45.00	125.00 145.00 34.50 45.00	125.00 145.00 34.50 45.00
	55.8	-49.50	49.50	49.50	49.50
	Paim Beach (Bally)	235,00	250.00 265.00	249.50	250.00
		265.00(2) 280.00	295.00(3) 300.00	250.00(2) 265.00(2)	265.00(2) 275.00 295.00
	1	295.00(2)	200.00	295,00(3)	300.00
	Paratrooper (Williams)	125.00		325.00 95.00	-25.00(2) 95.00
	Phoenix (Williams) Photo Finish (Universal)	35.00	35.00	35.00 40.00	35.00 40.00
	Pin Bowler (Chicago Coin) Play Poker	99.50	99.50 22.00	99.50	99.50 22.00
	Playland (Exhibit)	89.50 45.00	89.50 45.00	89.50	89.50
ı	Pop Up		22.00	45.00	45.00 22.00
	Puddin' Head (Genco)	39.00 39.50 54.50	39.00 39.50 54.50	39.00 39.50 54.50	39.00 39.50 54.50
ı	Quarterback (Williams)	75.00 89.50	89.50	75.00 89.50	75.00 89.50
l	Quartette (Gottlieb)	125.00 165.00	165.00	134	144.50 170.00
À	Queen of Hearts	185.00 200.00	200.00	190.00 200.00	185.00 195.00(2)
ı	Quintette	190.00		180.00	175.00 185.00
H	Rag Mop (Williams)	99.50	99.50	99.50	99.50
H	Ramona (United)	39.00 49.00 85.00	85.00 99.50	85.00 99.50	39.00 85.00 99.50
ı	Rodee	99.50 275.00	275.00		- 11000
ı	Rondeevoo (United)	49.50 85.00 135.00	49.50 135.00 149.50	49.50 135.00 149.50	49.50
	Rose bowl (Gottlieb/	149.50	133.00 149.30	135.00 149.50	135.00 149.50
ı	St. Louis (Williams)	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
	Samba (Exhibit)	49.50	49.50	49.50	49.50
	Saratoga	39.50 49.50 34.50 35.00	39.50 49.50 34.50 35.00	39.50 49.50 34.50 35.00	39.50 49.50 34.50 35.00
7	Serenade (United)	49.50 34.50	49.50 34.50	49.50 34.50	49.50 534.50
	Shantytown (Exhibit) Sharpshooters (Gottlieb)	85.00 49.50	85.00 49.50	85.00 49.50	85.00 49.50
	Shoot the Moon (Williams) Shoo Shoo (Williams)	135.00 95.00 119.50	95.00 119.50	95.00 119.50	145.00 95.00 119.50
i	Show Boat (United)	295027470	25.00	(V50578748	(FREWINDWOOD CHEET)
ł	Silver Skates (Williams) Skill Pool (Gottlieb)	150.00 150.00 165.00	135.00 175.00 185.00	135.00 175.00 185.00	125.00 135.00 165.00 175.00
ł	Slugfest	175.00 185.00 119.50	119.50	\$119.50	180.00 185.00 \$79.50 119.50
Ī	South Pacific (Genco) Spark Plugs (Williams)	69.00	39.50 69.00	69.00	50.00 69.00 75.00 125.00
ŧ	Special Entry (Bally)	49.50	49.50	49.50	49.50
ŧ	Spot Bowler (Gottlieb) Spot-Lite (Bally)	65.00 119.50 115.00 125.00	119.50 116.00 125.00	119.50 119.00 120.00	119.50 119.00 120.00
‡		135.00 145.00 150.00	145.00 150.00 165.00	125.00 145.00(3)	125.00(2) 145.00 150.00
‡		175.00(2) 195.00	175.00(2) 195.00	149.50 150.00 165.00	165.00
‡		273.00	175.00	175.00(2)	175.00(2) 195.00 225.00
‡	Stardust (United)	39.00	39.00	195.00 39.00	39.00
ŧ	Starilte	175.00 150.00 165.00	125.00 150.00	145.00 144.50 150.00	145.00 150.00 175.00
:		175.00 185.00	165.00 175.00 185.00	175.00 185.00 195.00	185.00 195.00
-	Summer Time (Gottlieb) Sunshine Park (Bally)	34.50 125.00	34.50	34.50	34.50
•	Super Hockey	59.50	59.50	59.50	59.50
	Super World Series (Williams)	195.00	195.00	195.00	195.00
	Sweetheart (Williams)	195.00	195.00	195.00	195.00 35.00
	1,040		NEWSTREE PROPERTY	2002010-00000	PRESTAN.
;	Telecard (Gottlieb)	64.50 79.50 49.00	54.50 79.50 49.00	64.50 79.50 49.00	64.50 79.50 49.00
	Tennessee (Williams)	29.50 49.50 69.50	29.50 49.50	29.50 49.50	29.50 49.50
H	Texas Leaguer (Keeney) Thing (Chicago Coin)	45.00 45.00	45.00 69.50 45.00	45.00 69.50 45.00	45.00 69.50 45.00
1	Three Feathers (Genco) Three Musketeers (Gottlieb)	64.50 79.50	64.50	64.50	64.50
	3-4-5 (United)	75.00	79.50 75.00	79.50 75.00	75.00
	Thrill (Chicago Coln) Times Square	29.50 35.00 190.00	29.50 35.00	29.50 35.00 165.00	29.50 35.00 165.00
	Trade Winds (Genco) Trinidad (Chicago Coln)	29.50 35.00	29.50 35.00	29.50 35.00	29.50 35.00
	Triplets (Gottlieb)	50.00 25.00 69.00	50.00 69.00 89.50	50.00	80.00
3	ALTERNATION OF THE PROPERTY OF	89.50	PRODUCTION OF THE PROPERTY	9574058	69.00 89.50
ار	Tropics (United)	400.00 425.00 65.00 74.50	369.50 30.00 65.00 74.50	425.00 65.00 74.50	425.00 65.00 74.50
	Furf King (Bally)	45.00 85.00 95.00 109.50	85.00 95.00 109.50	65.00 85.00 95.00 109.50	65.00 85.00 95.00 109.50
	fucson (Williams)	44.50 150.00	44.50 135.00	44.50 135.00	44.50 135.00
	Totalesen-watch (World Cook 1-15 #96 #3000/9-45	(9575057) (858880477,0007650	PERSONAL DOMONIOS	2.250	135.00
11	Utah (United)	59.00 84.50 49.50	59.00 84.50 49.50	84.50 49.50	59.00 84.50 49.58
	Watch My Line (Gottlieb) Wild West (Gottlieb)	65.00 145.00 169.50	65.00 145.00 169.50	65.00	50.00 65.00
	Winner (Universal Industries)	CAST TANKEN CAST ASSESSED.			135.00 145.00 169.50
	SOUTH OF THE STREET, S	35.00 95.00 99.50	39.50 95.00 99.50	49.50 95.00 99.50	49.50 95.00 99.50
	Wisconsin (United)	34.50 22.50	34.50 22.50	34.50 22.50	34.50 22.50
11	World Series	195.00 49.50	49.50	49.50	125.00 49.50
11	Yacht Club (Bally)	275.00(2) 375.00(2)	299.50	349.50 375.00	350.00 375.00
IJ		395.00	375.00(2) 395.00	395.00(2) 400.00	395.00 400.00
1					

Continued from page 87

building is the Record Rack, a retail record shop.

Talk of a changeover to dime play has been reduced to a whisper among coinmen here. A few operators, such as Sammy Marino, Marino Music Company, charging a dime in a few of their Company. choice locations

Eddie Leopold, C & L Amusement, and his wife, Verna, became the parents of their first child, a daughter, whom they have named Jo Anne

Morris Ziegelbone, owner of the Long Island Music Company, Brooklyn is vacationing here and spending considerable time with Raoul and Doris Shapiro. Raoul is routeman for Supreme Distributors and Doris is the AMOA secretary.

Harry Hausen. Early Bird Vending Company, operates a route of juke boxes and games and takes law cases on the side Hausen has been a barrister for more than a year having completed his law course at the University of Miami while operating his coin machine route.

George Caravasics. Southern Phonograph Company, is streamlining his waistline once again. The "biggest' operator in the business, Caravasios had shed nearly 100 pounds a year or so ago Then he took himself a bride and somehow the avoirdupois started slipping back. Now he is trying to regain that old figure.

is Hyman Cohen, G & G Amuse- formerly of J. H. Keeney & ment Company, who spent the summer in the North. Buster Keeney since 1933. . . Frank Q. Anchell looked after the route Doyle is head of coffee machine during Cohen's absence. . . Ar- sales at Cole Products Corpor-lene Rogan is recuperating after ation. an operation. Her husband, Arnold, have taken the initiative and are is associated with the Juke Box

> Jimmie Bonnie, business manager of the AMOA, is on a rigid diet Also no more cigars. For a man who is seldom seen without a stogie in his mouth, that's going to be a tough assignment. ... Walter Zarzycki manages to keep plenty busy. Besides operating his own juke box route. Zarzycki handles service calls for Supreme Distributors and is building his own home.

More than 2,500 of the nation's mortgage bankers are in Miami Beach for the 40th annual convention of the Mortgage Bankers' Association of America, which should help collections for coinmen.

Chicago

C. W. Coan, president of Coan Manufacturing Company, Madison, Wis.; C. H. Chapman, also of Coan; Bob Kendrick, Navenco Manufacturing Company, Dallas, sales manager, were in town this week to take in the American Bottlers of Carbonated Beverages convention and that of Dad's Root Beer Company the week before.

Dick Tennes, Vend-Rite Manufacturing Company, has taken a

Operating his route once again partner into his firm; Fred Jung,

Gordon Haase, who headed the defunct Arctic Vendor Sales Company in Appleton, Wis., has joined Mechanical Merchants as general manager.... Howard Olsen, representing Transit Sales Company, is chairman of the new National Automatic Merchandising Association committee on promotional advertising.

Harold M. Schaef, head of Victor Vending Corporation, is enthusing over the rising volume of charm activity thru his firm's units. The Rocket ring and marble item is building up to sub-stantial levels. William Russell, national fountain flavor sales division manager of Dad's Root Beer Company, was an especially energetic proponent of cup vending during the past two weeks as the firm's franchised bottlers journeyed in for the big annual Dad's convention.

Les Boyd. Ace Distributors, is back from a fishing trip in Long Island Sound. He made a fine catch—30 bluefish. . . Vince Cappezzola. Cappy's Music Service, is building a new shop in Brooklyn. York and Brooklyn Music Company, has returned from Korea where he was wounded in action. (Continued on page 91)

THE BILLBOARD Index of Advertised Used Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related tactors.

Oct. 31

Arcade Equipment

	Ace Bomber (Mutoscope) Air Raider (Keeney)	\$99.50 195.00 90.00	\$145.00 195.00 90.00	90.00	90.00
0.00	All Star Baseball (Williams) Auto Shoot	175.00	175.00	175.00	95.00 175.00
	Barrel Roll (Jennings)	10 TANK 5:50		n Same	125.00
	Baseball (Scientific)	79.50	79.50 275.00	79.50 275.00	79.50
1	Bat-a-Score (Evans) Big Bronce (Exhibit)	295.00	295.00	NEW TOTAL PROPERTY.	525:00
į,	Big Inning (Bally)	135.00 150.00	135.00 150.00	135.00 150.00 550.00	135.00 550.00
	Boat (Scientific)		550.00 40.00	40.00	40.00
	Challenger, (ABT)		20.00 27.00	20.00 29.50	20.00 27.00
3	Chicken Sam (Seeburg)	79.00 95.00	29.50 95.00	95.00	29.50 95.00
	Chicken Sam (Secoury)		0.04512	9049949	52769
CONTRACTOR OF THE PARTY OF THE	Dale Gun (Exhibit)	49.50 50.00 60.00 65.00(3) 94.50	60.00 65.00(2) 94.50	59.00 60.00 65.00(2) 94.50	60.00 65.00 94.50 95.00
	Defender (Baily)	110.00	110.00	110.00	0.0000000
1	(Mercury)				93.00
	Oerby, 4 Player (Chicago Coln)	175.00	175.00	175.00	175.00
	A	195.00(3) 125.00	195.00(2) 125.00	195.00(2) 125.00	195.00(2)
8	Orive-Mobile (Mutoscope) Orop Picture (Mills)	*) DOM: 1	35.00	35.00	35.00
	Electricity Is Life (Mills)	129.50	129.50	129.50	129.50
	Flash Hockey (Coinex) Field Goal (Scientific)	75.00 175.00	75.00 175.00	75.00 175.00	75.00
ľ	Glider (Genco)	\$410 EG. VERNSKY IS	PSS-MM-00-COV-PAGE	45.00	(10.00)
i	Goalee (Chicago Coln)	85.00 95.00 119.50	85.00 95.00 110.00 119.50	85.00 95.00 119.50	85.00 95.00 119.50
	Gen Patrol (Exhibit)	175.00 195.00	175.00 195.00	175.00 195.00	175.00
	Gun Range with 3 rifles	600.00	600.00	600.00	600.00
	(ABT)	· CONTRACTOR (CONTRACTOR)	57,57,57,57	(E-P-SARE)	:XIS:517.0)
۱	Heavy Hitter (Bally)	35.00 60.00	35.00 60.00 69.50	35.00 60.00 69.50	35.00 - 60.00 69.50
	di Ball Striker (Exhibit)	69.50 89.50	89.50	89.50	89.50
	Hockey (Chicago Coin)	55.00	55.00	55.00	55.00
	Jet Gun (Exhibit)	200.00 210.00	210.00	185.00 200.00 210.00	200.00 210.00
	Jangle Joe	150.00	150.00	150.00	150.00
	Kicker & Catcher	75.00 99.50	99.50	99.50	18.50 99.50
	Love Meter (Exhibit)	39.50	39.50	39.50	39.50
	Metal Typer (Harvard) Midget Movies	365.00 250.00 295.00	365.00 125.00 250.00	365.00 295.00	365.00 295.00
ı			295.00		
	Coln)	150.00	150.00	150.00	150.00 65.00
	Panorams (Mills)	225.00	225.00	225.00	225.00
	Panorams with Peak	400.00	400.00	400.00	250.00 400.00
	Phila. Toboggan Skee Ball Photomatic (Mutoscope)	250.00 595.00	250.00 595.00	250.00 595.00	250.00 595.00
Ì		650,00(2) (late)	650.00(late)	650.00(late)	600.00 650.00(late)
	Pistol Pete (Chicago Cole)	75.00 80.00	75.00 80.00	75.00 80.00	80.00 95.00
	Pitch 'Em & Bat 'Em (Scientific)		7		175.00 195.00
į	Pokerino Jr	60.00	60.00	60.00	60.00
ì	Pool Table (Edelco) Quizzer	95.00			75.00 95.00
	Range Rider	175.00	175.00	Vezevez-vez-arazoi	September of the Control
	Rapid Fire (Bally) Rifle Range Ray Gun	95.00 125.00 95.00	95.00 125.00 95.00	95.00 125.00 95.00	95.00 125.00 95.00
	Rocket Patrol	75.00	,2.00	250.00	149.50 200.00
		44.50	44.50	44.50	44.50
	Shipman Art Show	190.00	195.00(2)	185.00 190.00	195.00 199.00
ı		195.00(2)	199.00 199.50 225.00 229.50	195.00(2) 199.00 199.50	199.50(2) 225.00 229.50
ı		229.50	250.00	225.00 229.50	22.00 227.50
1	Silver Builet (Exhibit)	125.00 139.50	125.00 139.50	125.00 139.50 195.00	139.50
	Silver Gloves (Mutoscope) Six Shooter (Exhibit)		195.00 150.00 195.00	150.00	195.00
	West Was a few and the second second	195.00			150.00
	Skee Ball (Wurlitzer) Sky Fighter (Mutoscope)		125.00(2)	125.00 195.00	125.00 195.00
			195.00		(
	Sky Gunner (Genco)		100.00	100.00	100.00
	Space Rider		150.00	40.00 05.00	40.00 05.00
	Star Series (Williams)	60.00 85.00 139.50	60.00 85.00 139.50	60.00 85.00 139.50	60.00 85.00 \ 139.50
	Sub Gun (Keeney)	90.00	90.00	90.00	90.00
	Super Bomber (Evans)	125.00 175.00 210.00	175.0t 210.00	175.00 210.00	175.00 200.00
	(arget Skill (Gence)	50.00	50.00	50.00	50.00
	Target Master	90.00	90.00	90.00	90.00
	Team Hockey (United)	85.00	85.00 165.00 169.00	85.00 165.00 169.00	85.00 165.00 169.00
	APPARTMENT TO STATE OF THE STAT	169.00		CONTRACTOR CONTRACTOR	SOMETHIC STREET
	Three of a Kind	18.50	18.50	18.50	18.50
	(Mercury)	79.00	79.00	79.00	79.00
	Tommy Gun Deluxe (Evans) Voice-o-Graph (Mutoscope)	95.00	95.00 495.00 525.00	95.00 495.00 525.00	425.00 495.00
	Antino consperimentes sessi	550.00	947:004050	V 171990000404	525.00
	Underses Ruider (Bally)	125.00	125.00	125.00	17.1
	er er				

Baseball (Scientific) Bat-a-Score (Evans)	79.50	79.50 275.00	79.50 275.00	. 79.50
Big Bronce (Exhibit)	295.00	295.00		525:00
Big Inning (Bally)	135.00 150.00	135.00 150.00	135.00 150.00	135.00
Boat (Scientific)	550.00 40.00	550.00 40.00	550.00 40.00	550.00 40.00
Boomerang (ABT)		20.00 27.00	20.00 29.50	20.00 27.00
Acces of some device consciprocer many		29.50	05.00	29.50
Chicken Sam (Seeburg)	79.00 95.00	95.00	95.00	95.00
Dale Gun (Exhibit)	49.50 50.00 60.00 65.00(3) 94.50	60.00 65.00(2) 94.50	59.00 60.00 65.00(2) 94.50	60.00 65.00 94.50 95.00
Defender (Bally)	110.00	110.00	110.00	
Deluxe Athletic Scale (Mercury)				95.00
Derby, 4 Player	Personal	10000000	375.00	170 04
(Chicago Coin)	175.00 195.00(3)	175.00 195.00(2)	175.00 195.00(2)	175.00 195.00(2)
Orive-Mobile (Mutoscope)		125.00	125.00	CONTRACTOR
Drop Picture (Mills)	35.00	35.00	35.00 129.50	35.00 129.50
Electricity Is Life (Mills) Flash Hockey (Coinex)		129.50 75.00	75.00	75.00
Field Goal (Scientific)	175.00	175.00	175.00	200.450.EX
Glider (Genco)	0F 00 0F 00	85.00 95.00	45.00 85.00 95.00	85.00 95.00
Goalee (Chicago Coln)	85.00 95.00 119.50	110.00 119.50	119.50	119.50
Sen Patrol (Exhibit)	175.00 195.00	175.00 195.00	175.00 195.00	175.00
Gun Range with 3 rifles (ABT)	600.00	600.00	600.00	600.00
		57,568,5125	(CARACTO	15 00 40 00
Heavy Hitter (Bally)	35.00 60.00 69.50	35.00 60.00 69.50	35.00 60.00 69.50	35.00 - 60.00 69.50
di Ball Striker (Exhibit)	89.50	89.50	89.50	89.50
Hockey (Chicago Coin)	55.00	55.00 210.00	55.00 185.00 200.00	55.00 200.00 210.00
Jet Gun (Exhibit)	200.00 210.00	210.00	210.00	200.00 210.00
Jungle Joe	150.00	150.00	150.00	150.00
Kicker & Catcher	75.00 99.50	99.50	99.50	18.50 99.50
Lite League		39.50	39.50	39.50
Metal Typer (Harvard)	365.00	365.00	365.00	365.00
Midget Movies	250.00 295.00	125.00 250.00 295.00	295.00	295.00
Midget Skee Ball (Chicago		3000	1920	W 9522925
Coln)	150.00	150.00	150.00	150.00 65.00
mutoscope (mutoscoperities)	. I I CONTRACTOR OF THE CONTRA	, was reco	Andrew Parker	15
Panorams (Mills)	225.00	225.00	225.00	225.00 250.00
Phila Toboggan Skee Ball.	400.00	400.00	400.00	400.00
Photomatic (Mutoscope)	250.00 595.00	250.00 595.00	250.00 595.00	250.00 595.00
	650.00(2) (late)	650.00(late)	650.00(late)	650.00(late)
			COMMON AND THE	
Pistol Pete (Chicago Colle)	75.00 80.00	75.00 80.00	75.00 80.00	80.00 95.00
Pitch 'Em & Bat 'Em (Scientific)		7) (999)		175.00 195.00
Pokerino Jr	60.00	60.00	60.00	60.00
Pool Table (Edelco)	95.00			75.00 95.00
Range Rider	175.00	175.00	UWWWWSWISCOG STORY)	Separation of activities of
Rapid Fire (Bally)		95.00 125.00 95.00	95.00 125.00 95.00	95.00 125.00
Rifle Range Ray Gun	95.00	75.00	250.00	95.00 149.50 200.00
			11977333311	
Shipman Art Show	44.50 190.00	44.50 195.00(2)	44.50 185.00 190.00	195.00 199.00
Shoot the Bear (Seeburg)	195.00(2)	199.00 199.50	195.00(2)	199.50(2)
	199.00 225.00	225.00 229.50	199.00 199.50	225.00 229.50
Silver Builet (Exhibit)	229.50 125.00 139.50	250.00 125.00 139.50	225.00 229.50 125.00 139.50	139.50
Silver Gloves (Mutoscope)	195.00	195.00	195.00	195.00
Six Shooter (Exhibit)	149.50 150.00	150.00 195.00	150.00	
Skee Ball (Wurlitzer)	195.00			150.00
Sky Fighter (Mutoscope)		125.00(2)	125.00 195.00	125.00 195.00
Sky Gunner (Genco)	325.00	195.00		1
Solar Horoscope	100.00	100.00	100.00	100.00
Space Rider	150.00	150.00	CONTROL OF THE CASE	40.00
Star Series (Williams)	60.00 85.00 139.50	60.00 85.00 139.50	60.00 85.00 139.50	60.00 85.00 \ 139.50
Sub Gun (Keeney)	90.00	90.00	90.00	90.00
Super Bomber (Evans)	125.00 175.00 210.00	175.0L 210.00	175.00 210.00	175.00 200.00
CASH BY THE THE CASH CONTRACTOR OF CASH	0500000000	Sandar	(Ragnasni	0/14/24/19/04
Target Skill (Gence)	50.00 90.00	50.00 90.00	50.00 90.00	50.00 90.00
Team Hockey (United)	85.00	85.00	85.00	85.00
Telegutz	125.00 165.00	165.00 169.00	165.00 169.00	165.00 169.00
Three of a Kind	169.00 18.50	18.50	18.50	18.50
13-Way Athletic Scale		THE REAL PROPERTY.		100000
(Mercury)	79.00 95.00	79.00 95.00	79.00 95.00	79.00
Voice-o-Graph (Mutoscope)	495.00 525.00	495.00 525.00	495.00 525.00	425.00 495.00
Underson Builder (Bathe)	550.00 125.00	125.00	125.00	525.00
Underses Raider (Bally)	125.00	125.00	125.00	977
A				



the game with FAST 50-SECOND PLAYING TIME!

ALBERT SIMON, INC.

587 Tenth Ave.

New York New York



See it at

3222 Tejon St.

Denver Colorado



1000 Broadway, Cincinnati, Ohio 735 S. Brook St., Louisville, Ky North St. Indianapolis Ind

Your ticket to the advertising columns of BILLBOARD! THE

Shuffle Games

3110111	e dan	162		
	Issue of Nov. 14	Issue of Nov. 7	Issue of Oct. 31	
Saseball, 2 player (Chicago Coin)	\$49.50	\$49.50		2 220111
(Keeney) Gowl-a-Ball (Chicago Coin) Sowling Alley (Chicago Coin).	115.00 200.00 250.00 59.50	115.00 200.00 59.50	135.00 200.00 375.00 59.50	200.00
lowling Alley, 6 player (Chicago Coin)	150.00 195.00	150.00 195.00	34.30	37.30
lowling Champ (Keeney) Lowling Classic (Chicago Coin) ascade Shuffle Ailey,	59.50	59.50	69.50 - 59.50	. 59.50
6 player (United) Massic Shuffle Alley (United)	325.00 425.00	325.00 425.00	375.00 425.00	
Nover Shuffle Alley, 6 player (United)	375.00	375.00	375.00	
(Keeney) De Luxe League Bowler	385.00	385.00	22	150.00 105.00
(Keeney)	175.00 195.00 49.50 79.50	175.00 195.00 49.50 79.50	195.00(2) 210.00 49.50 79.50	150.00 195.00 210.00 49.50 79.50
Double Header (Williams)	49.50	49.50	35.00 49.50	49.50
10th Frame (Chicago Coin) Deluxe Matched (Keeney) Double Shuffle Alley Express	385.00	385.00	395.00 165.00	375.00
Rebound (United)	79.50	79.50	79.50	79.50
our Player (Keeney) ive Player Shuffle Alley (United)	75.00 125.90 95.00 100.00 110.00	95.00 100.09	100.00	125.00(2)
	125.00w/p(2) 145.00 159.00 169.50	140.00w/p 145.00 150.00 159.00 169.50	125.00(2) 140.00 140.00w/p 145.00(2) 160.00 169.00w/p	145.00 160.00 169.00w/p 169.50
our Way Bowler (Keeney)	•		169.50 195.00	
(United)	50.00 85.00 115.00w/p	50.90 85.00 125.00 149.50	85.00 120.00 125.00(2)	100.00 125.00 149.50
II-Score Bowler (Universal) II-Score, 6 Player	125.00 149.50 55.00	1000	. 149.50 55.00	55.00
(Chicago Coin)	150.00 165.00	150.00 165.00	160.00 175.00	160.00
look Sowier (Bally)	50.00	50.00	50.00 65.00	29.50 50.00
eague Bowler, 4 player (Keeney)	129.50 139.50	129.50 139.50	75.00 129.50 139.50	95.00 129.50 139.50
(United)			395.00	(0.000 to 0.000)
atched Bowler, 6 player (Chicago Coin)	220.00 295.00	220.00 295.00	275.00 295.00 325.00	295.00 325.00
ame Bowler (Chicago Coin).	340.00 150.00 245.00	340.00	350.00	
4 player (United)	250.00	150.00 250.00	150.00 250.00(2)	150.00 215.00 250.00
(United)	395.00	395.00	395.00	395.00
(United)	140.00 175.00 175.00w/p 195.00(3)	140.00 175.00 195.00(3) 215.00	176.00 175.00(2) 195.00 210.00	180.00 195.00 210.00 215.00(2)
huffle Afley Express,	215.00	th Western	215.00	(41 massacrate
2 player (United) huffle Alley, 6 player (Keeney)	69.50 145.00 165.00	69.50 165.00 175.00	69.50 175.00 185.00	69.50 150.00 175.00
huffle Alley, 6 player (United)	175.00 115.00	115.00 145.00	195.00	195.00
(United)	135.00w/p 145.00 150.00(2)	155.00 145.00 155.00w/p 179.00 189.50	125.00 135.00 155.00w/p 160.00 165.00	160.00 165.00(2) 189.00 189.50
	155.00w/p 179.00 189.50		189.00 189.50	
nuffle Line (Bally) nuffle Target (Genco) nuffle Tournament, 4 Way	69.50 49.50	69.50 49.50	69.50 75.00 49.50	69.50 49.50
(Universal) ngle Shuffle Alley Rebound		22	135.00	
(United)	59.50	59.50	59.50	59.50
(United)	285.00 290.00 335.00 65.00	285.00 290.00 65.00	310.00	310.00 335.00
ar Bowler, 2 player	295.00	295.00	65.00 75.00 295.00	65.00 295.00
ar 10 Frame, 6 player	245.00 265.00w/p 285.00 295.00	245.00 285.00 295.00	245.00 315.00 320.00 340.00	245.00 295.00 320.00 340.00
(United)	295.00(2) 300.00 335.00	295.00 300.00 335.00(2)	295.00 325.00 335.00(2) 345.00	325.00 345.00
per Deluxe League Bowler (Keeney) per Deluxe Matched	195.00	195.00	225.00	225.00
(Reesey)			195.00	
6 player (Chicago Coin)	300.00	300.00	295.00	
(eg)	195.00 225.00 235.00 240.00 259.50	195.00 225.00 235.00 240.00 259.50	200.00 235.00 250.00 259.50 265.00	250.00 259.50 265.00
win Bowier (Universal) pwier, 10 player y)	325.00	335.00	55.00 335.00	335.00
ame Bowler o Coin)	285.00 325.00	285.00 325.00		-300.00 325.00
ver Bowler (Keeney) low! (Chicago Coin) tation (Exhibit)	59.50 195.00	275.00 59.50 195.00	59.50 195.00	59.50
(fie Alley Rebound	49.50	49.50	49.50	145.00 195.00 49.50
le Alley Rebound	75.00w/p 65.00	65.00	70.00 85.00	
The state of the s	05.00	05.00	75.00	75.00

Cancer strikes one in five

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

Coinmen You Know

Continued from page 90

has recovered from his recent West Virginia and Ohio. heart attack.

Rosa Contolla last week joined the Associated Amusement Machine Operators of New York. . Irv Kempner, Ed Burg and Buddy Fox, Runyon Sales, manned the Runyon exhibit at the Hiram determining his expansion. Walker show, Footguards' Hall, Hartford, Conn., Tuesday (10). The staff at Runyon's New York office threw a birthday party Friday (13) for Blanche Adelman, secretary. . . . Joe Goldsmith, Arcade manager at Rockaways' Playland, Queens amusement park, was on 10th Avenue buying equipment. . . . Al Simon reports the Round the World is selling well.

The wife of Lester Klein, Queens Operating Company, died recently. . . . Roblyn Ann Harkavy, 10year-old daughter of Jack Harkavy, Queens-Nassau Music Company, played the leading dance role in a school play.

Pittsburgh

Harry Rosenthal, of Banner Specialty, notes that television in many locations is turned on only when there is a sporting event, and that coin machine play is steady.

Morris Moskovitz, partner in Sidmor Vending, expects a good winter business season. Morris Vinocur, Monarch Music, reports a new shopping center in the Turtle Creek and New Kensington areas.... Harry Wyner, partner, Automatic Vending Machine Exchange, is getting ready to sell a number of reconditioned candy

. . . Eli Gassner, Servwell Music, vending machines to clients in

Charles L. Porta, vender operator, is enlarging the number of his locations in the counties north of Pittsburgh.... Harry Rosen says the extent of an operator's initiative goes a long way in

Fred Vowinkel, of Fred's Vending Service reports receipts are on the upgrade ... Bob Stanton, of Stanton Distributors, says the firm, now in new quarters, is going to keep improving to meet current needs within the organization and on the routes.

Novo Vending Service officials spend some time on Sundays at clubs and social gatherings, improving business relations. Ray-mond W. Watts, of Mills Automatic Merchandising Corporation. did a day's work when he left Pittsburgh at 7 a.m. and hit Meadville, Oil City, Clarion, Brookville, DuBois and St. Marys, and was back in Pittsburgh at 11 p.m.

William F. Hamel, head of the vending division of Banner Specialty, says a greater variety of drinks is responsible for the pickup in business on his six-choice units. ... Al Klodell, who retired from vending and took a trip to California, was back visiting old friends along with his son, Carl, who is home on furlough.

A local Kwik-Kafe operator has put a coffee machine in Sear's garage and it is doing well.

Joseph McGlenn is going to

New York for the National Automatic Merchandisers' Association meet at the Hotel Lexington November 17. He will help Chairman Marcus Kaplan, of Roanoke. Va., re-arrange regional and area meetings.

Detroit

Robert Parine, young executive of Confection Cabinet Company. died suddenly last week.... Carl Angott, head of Angott Sales, has been virtually commuting between here and Saginaw where he has a motel as well as coin machine business.

Herbert Rosen, Confection Cabinet staffer, passed out cigars last week to celebrate the birth of his first child. Mark Elliot. But his dad, Ben, manager of Confection Cabinet, almost outdid him on the pride front.

Milwaukee

Wayne Candy Company's Don Reynold, just back from a trip thru the Northern territory, reports candy vending at a fair level. Operators, he adds, have taken nicely to his firm's newest vending item, the nickel Snuggle Bar.

William C. Flynn is the new salesman for R. J. Reynolds Tobacco Company in the Madison area, reports division boss, L. J.

Herb Geiger, president of the Wisconsin Cigarette Vending Ma-Operators' Association, sends word that the fall meeting (Continued on page 92)



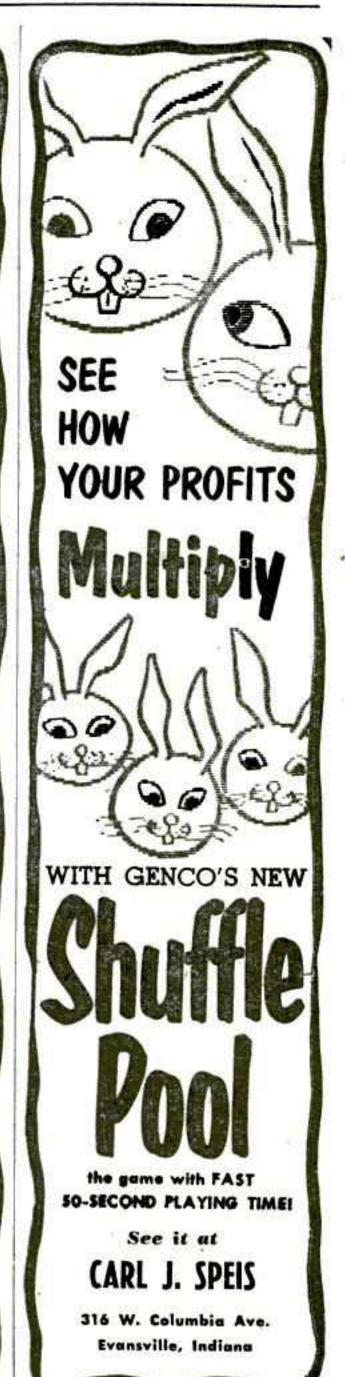
ENDLESS COMBINATIONS OF STRAIGHT and BANK SHOTS!

BIRMINGHAM VENDING CO.

540 Second Ave., N. Birmingham, Alabama



Miami, Florida 90 Riverside Ave. Jacksonville, Florida



ESIN MACHINES

in better quality buys

-		,	4		M			
Model	D-80			•		٠		\$535.00
Model	"C"							319.50
	1.0							269.50
Model	"A"							179.50

WALL BOXES

Wurlitzer 4820 (48 Sel.).	32.50
Wurlitzer 3020 (24 Sel.).	12.50
AMI 5/10	14.50
Seeburg 3W2-L56, 3 Wire	9.95

ROCK-OLA

1428		•	•	•	•	•	•	•			٠\$	199.50
1422	٠					•	٠			٠		59.50

SEEBURG

148ML Blonde \$	179.50
147 Hammerloid Finish.	129.50
146 Hammerloid Finish	99.50
1947 Hideaway (Metal)	99.50

SEEBURG SHOOT-THE-BEAR		 ٠.	•	 	\$199.50
WURLITZER 1080 (COLONI	AI)			511/20	74.50

Terms: 25% Deposit, Balance C.O.D.

Write for Illustrated Catalog of Late Model Phonographs

Columbus, Ohio 606 S. High Street MAin 5563

Cincinnati, Ohio 1200 Walnut Street MAin 6310

Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

COIN MACHINE OPERATORS Welcome!

You Are All Invited to the

35th ANNUAL CONVENTION

OUTDOOR AMUSEMENT EXPOSITION

HOTEL SHERMAN . CHICAGO

November 29-30, December 1-2

161 Exhibits • Many Special Programs

EXHIBITS BY MANY LEADING COIN MACHINE FIRMS

See—Inspect—Test

The Latest in

- **Amusement Devices**
- Equipment
- Games
- Services
- Merchandise

NATIONAL ASSOCIATION OF AMUSEMENT PARKS, POOLS AND BEACHES

For Complete Details Contact

Paul H. Huedepohl, Executive Secretary

203 N. WABASH

SUITE 1312

CHICAGO 1, ILLINOIS

Coinmen You Know

Continued from page 91

of the trade group has been cancelled. Most of the members at- Stacy Vending firm is the fine tended the recent NAMA session, he said, and the press of business made it difficult to arrange a Cream Vending Machines. Nick convenient date for a Milwaukee Stacy, until recently uninterested session.

the lure for a steady stream of operators to the Fond du Lac Avenue headquarters of the Paster Distributing Company. Manager Sam Cooper, happy over the recent climb in sales, reports that his firm is looking for new and larger quarters. Present is Henry Piotrowski. stronghold was completely remodeled little more than a year back, but parking difficulties and lack of space make a move necessary, says Sam.

Recent stop-ins at the Radio Records...A. S. Goodrich sales Doctors record counter included: manager, Jack Harrigan, back on Art Vaillancourt, Gem Novelty, Racine.... Stu Glassman reports weeks on a buying trip in New the most sought for disk this York. week is "Heart of My Heart," by the "3D's"-Don Cornell, Alan Los Angeles Dale and Johnny Desmond.

Am. Tobacco Pall Mall in Merger Deal

NEW YORK, Nov. 14.—The American Tobacco Company, manufacturer of Lucky Strike and Pall Mall cigarettes, is in the process of merging with its subsidiary, the American Ciga- vacation and just can't wait for line of 1½-ounce, 10-cent vending rette and Cigar Company, which a return visit. . . . Jack Dolan, bars in the following flavors: Milk markets Pall Malls.

According to Paul L. Hahn, president of both companies, each share of common stock of American Cigarette will be converted into eight shares of American Tobacco common. Each share of preferred stock of American Cigarette will be converted into 1.1 shares of American Tobacco preferred.

American Tobacco shareholders will vote on the proposal December 2, while American Cigarette stockholders will meet December 4 to vote on the merger.

American Tobacco now owns about 96 per cent of the 195,500 shares of common stock of the subsidiary and 81 per cent of the 3,989 shares of the 6 per cent preferred stock.

The merger will eliminate American Cigarette as a cor-porate body, and its outstanding shares will cease to exist. Hahn said the maintenance of the two companies as separate entities had for some time "seemed to be a needless complication."

Reynolds Net Up 7% Over 1952

NEW YORK, Nov. 14 .- Net income for the first nine months of 1953 for the R. J. Reynolds Tobacco Company was reported 7 per cent ahead of comparative 1952 figures, it was announced this

This year's earnings were \$25,-656,000, equal to \$2.35 a common share. Earnings for the corresponding period in 1952 were \$23,975,000, equal to \$2.18 a common share. Earnings after taxes were \$53,118,000 for 1953 and \$47,-507,000 for 1953 597,000 for 1952.

For the September quarter, net income amounted to \$9,290,000, equal to 86 cents a common share, compared with \$8,399,000 or 77 cents a common share for the third quarter of 1952. Income taxes for the latest quarter were \$20,412,-000, against \$17,949,000 a year earlier.

Lorillard Breaks Quarterly Mark

NEW YORK, Nov. 14.—The P. Lorillard Company racked up its highest quarterly sales volume during its 193-year history in the three-month period ending September 30, according to President William J. Halley.

Halley's report showed sales of \$68,424,200, some 24 per cent higher than the \$56,098,084 registered during the corresponding quarter last year. Net income after taxes was \$1,769,111, or 62 cents a common share, against \$1,429,481, or 50 cents a common share a year earlier.

results being reported on the first installations of the Smithco Ice in ice cream bar vending, calls Premium goods continue to be this the answer to the firm's problems. Equipment is vending Totem Pole Bars at a dime.

> Phyllis Kappenman, Major Distributors front office gal, is back from her vacation in New York. New stock room worker at Major

Working behind the counter Wagenknecht. Stan recently the job after spending several

Bill Leuenhagen reported an increase in sales and that he was ready for the usual Christmas juke box rental business. Mary and Kay Solle, of the Leuenhagen firm, hosted Ike Carpenter, Decca recording star, who is promoting his new waxing of Blue Pacific Blues."

Jack Simon, Simon Sales Company will attend the NAAPPB show in Chicago. . . . Abe Chapman was back from his Honolulu Dolan Distributing Company, reports he is doing well in his new milk and milk hazelnut.

Current excitement at the role as a jobber on coin row. As usual, Jack is out beating the bushes, which is where the business frequently is

> Badger Sales hosted an AMI Service school this week. Two factory service representatives were on hand for the session, along with Bill Happel, Ray Powers and Fred Gaunt. Badger also reports heavy interest in Genco's new Shuffle Pool.

Portland, Ore.

Hunting lured several Portland operators to the wide open spaces this week. Al Lasko and Stewart during a training period at the Finley brought down an elk, Capitol Records office, is Stan Otis Anderson claimed a deer, as did Roy Pflugrad, while Howard ankled his sales post at Columbia Budlong drew a bead on some pheasants.

Budge Wright, of Western Distributors, was pointing with pride at his enlarged and improved repair and maintenance shop.

Van Houten Names Jerry Weissman

NEW YORK, Nov. 14.-Stewar H. Giffin, vice-president of C. Van Houten & Zoon, Inc., here announced this week that Jerry Weissman has been named to the firm's sales staff. Weissman wil be in charge of theater and vending sales. He had been chief o the Hyler Sales Agency for eight years.

Van Houten currently makes bittersweet, coffee milk, orange



SEE HOW YOUR PROFITS WITH GENCO'S NEV

SO-SECOND PLAYING TIME

See it at

MARMER

Cincinnati, Ohio

Copyrighted mate

NAMA Group

Continued from page 80

suggested set of rules for the guidance of publications in considering whether or not to accept vending machine advertising.

Olsen advanced a nine-point code (see elsewhere this section) which he said had initially speeded formation of the committee. Final version of the code, he pointed out, would be simplified, take the form of a check-list for advertising managers.

To obtain the full benefits of the program, committee members agreed that it would take consistent "selling on the part of all" (operators, distributors, manufacturers) to publicize the code before at the local level.

It is in no way the committee's intention to interfere with or stop the normal growth of the industry, it was emphasized.

Olsen pointed out that the first draft of the code of acceptance follows a code already proposed by the National Better Business Bureau. As such, he indicated, it was a "good starting point."

Mercury Names

Continued from page 80

mechanically operated vender which lists for \$185. It was first shown to the trade last August, at the National Automatic Merchandising Association show in Chicago.

Capacity for the vender is 500 packs without matches and 400 packs with matches. The unit has five shift columns, with all columns capable of vending either regular or king-size brands.

Dimensions are 60 inches high, 28 inches wide and 11 inches deep. The coin mechanism may be set to vend for up to 35 cents. A selection of two-tone color cabinet finishes is available.

SEE GENCO'S INDLESS COMBINATIONS OF

ITRAIGHT and BANK SHOTS!

COMMERCIAL MUSIC

1501 Dragon St.

Dallas, Texas

901 E. Houston St.

San Antonio, Texas

Cup Drink Mfrs.

· Continued from page 80

kit but could be obtained separately.

Spacarb, like Navenco, also is readying a kit for equipment in the field. For its coffee equipment, The

Bert Mills Corporation announced a \$6.64 kit last spring that brings its unit up to the board's specifications. Herbert Chadwick, vicepresident, said the firm's new model would incorporate the changes when production on it starts in December.

The kit includes a new tube blower exhaust; clear plastic dispensing tubing; paper (throw-away) filters; wing nut for dispensing hose clamp; auger agitators and new ingredient container covers.

Java Ache

· Continued from page 80

plies of coffee, etc., and to time lost by delegating a girl employee to the coffee-making chore. Staff members, who used to wait until they could be served, now can have coffee whenever a break in their work permits.

Summing up coffee vender benefits, management pointed out that urn-brewed coffee "did not satisfy everyone's taste." The vended product was adjusted by the operator at a strength to suit the staff's flavor preference.

Pepsi Hartford Plant

J. J. Terwilliger, Pepsi-Cola Company's franchise manager, announced here this week that a new \$500,000 bottling plant would be constructed to serve the Hartford Metropolitan area.

Construction will start as soon as a suitable site has been purchased.

FORGET COME GENCO'S NEW the game with FAST 50-SECOND PLAYING TIME! **EMPIRE**

COIN MACHINE CO.

Chicago, Illinois

Curtis Moves To Astoria

ASTORIA, N. Y., Nov. 14.—The Curtis Distributing Company, bulk vending outlet, this week moved from its offices in the Newsweek Building, New Yc.k, to larger quarters at 31-07 37th Street, Astoria, L. I.

square feet of floor space, with Florida's nickel-a-pack tax, will parking and loading facilities. Ac- go to the general revenue fund cording to H. Lowenstein, Curt's and the remaining to eligible executive, the move was made to give better service to operators in Queens.

No-Cal Launches National Campaign

NEW YORK, Nov. 14.-Kirsch Beverages, Inc., here this week launched a new national campaign for its No-Cal non-fattening carbonated beverages with the announcement that a franchise division has been organized.

Paul M. Mayer, who heads the franchise division, said that for the time being no effort will be made to sell sirup to venders. However, he added, vending figures in the Kirsch long-range planning program.

Heyman Intros New Coffee Concentrate

NEW YORK Nov. 14.-Heyman Process Corporation announced a new coffee concentrate which features higher flavor concentration and coffee flavor without use of preservatives. Called Quality Control Coffee Concen-trate, it also offers "complete absence of foaming," according to Dr. W. A. Heyman, president.

The firm reports the concentrate is produced especially for confectioners, ice cream and bakers, dairies, drink soft bottlers, extract manufacturers, fountains and vending machines.

Fla. Cig Receipts Up

TALLAHASSEE, Fla., Nov. 14. -Cigarette taxes collected in August by the State Beverage Department totaled about \$37,000 more than in the same month

Beverage Director J. R. Hunter Jr. said the total for August was \$1,494,000, compared to \$1,457,000 in August, 1952. He said \$398,000 The new location contains 3,000 of August's collections, based on incorporated municipalities.

Florida Cig Receipts

TALLAHASSEE, Fla., Nov. 14. -State cigarette tax collections dropped \$31,800 in September, compared with the same month a year ago, Beverage Director

J. R. Hunter reported this week. September collections amounted to \$1,390,000, of which \$1,160,-000 goes to municipalities and the rest to general revenue.

Collections for the first three months of the fiscal year (July-September) amounted to \$4,395,-000 or \$85,000 above the same period last year.

OPERATORS



where you will find a group of carefully selected items for your location gift-giving for you to choose from. Do your shopping the "armchair" way . . . pick out your choice, send in your orders . . . and let the postman do the rest. man do the rest.

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

Billböard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohlo Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

City State Zone . . . State

THE MARKET PLACE COIN MACHINE INDUSTRY

he Mattenal Exchange for Coin Mackine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED (Minimum \$3)

Usual want-ad style, one paragraph, no display. First line set in 6 pt, bold, balance 6 pt. light.

Per word\$.20

52 CONSECUTIVE Insertions,

REGULAR CLASSIFIED (Minimum \$6) Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line\$1.00 3 or more CONSECUTIVE or 26 Insertions, per agate line95 52 CONSECUTIVE Insertions,

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD

188 W. RANDOLPH ST. CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a

box number to cover the cost of handling and forwarding of your mail.

Business Opportunities *****************

Attention, all Coin Machine Operators, particularly Candy, and Distributors: Just getting under way, nearly all territories open; well over 100,000 public schools need a pencil vending service and are receptive toward a consignment percentage plan serviced by mail or route or direct sales basis; open an operator is established with basis; once an operator is established with the schools in his part of the State it is a non-competitive business; we protect our territories; our life-time Pencil Vender averages 4 months' pay-off for the operator; let me send you details. Matthews Specialty Co., Star Rt. A, Austin, Tex.

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. Jer. *********

Parts, Supplies & Services

Our EE-20 Adapter allows any number of 20 selection Seeburg boxes to be used on a 100 record Seeburg; increase your receipts at reasonable cost; complete information on request. Music Service Co., Box 132, Sioux Falls, S. Dak.

Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

THIS IS A 10-LINE AD

profitably buy or sell Used Machines, Routes Parts, Supplies or Services.

TRY A DISPLAY AD THIS WEEK. See Advertising Rates Above.

Routes for Sale

***************** TUCSON, ARIZONA

Paying Route of 350 Bulk, Gum, Candy Bar Machines. Also have used Venders to ship anywhere. FRONTIER NOVELTY CO.

256 W. Roger Rd. Tucson, Arizona

Used Coin-Operated Equipment

A-1 Cigarette and Candy Vending Machines, all others, too, from \$25 up. What have you to sell? Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, III.

Ball Gum machines—Like new; Hot Nut. \$10; Peanut, used, \$5. Mason's, 1520 Macomber, Toledo 6, O.

Cigarette Machines, quarter operation. Uneeda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Rowe Candy Bar Machines, 8 columns, \$50; Statler 9-Column Cookie Machine, \$30. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Five makes 1¢ Venders, gum or nuts, almost like new, \$4.95 up. R. Westmoreland, Box 1016, Jackson, Tenn.

For Sale — Candy Venders; one 108-Bar U-Select-It on stand, \$50; one 72-Bar U-Select-It, \$30; one 54-Bar U-Select-It, \$20; one Apple, Orange Vender, \$50; first \$100 takes all. Red Line, New Hampton,

For Sale—Like new Victor Baby Grand 2 for 5¢ Chlorophyll Gum Machines with gum. \$15 each: 4 or more, \$12.50 each. Abbey 1¢ Chlorophyll Ball Gum Machine with gum, \$19.50 each; 4 or more, \$18. Webster Visual Sales Co., 539 Vine St., Chattanooga, Tenn.

Photomatic Deluxe, almost new, \$600; two Salt Lake City, Utah.

Photo Machines—Voice-o-Graphs; all types arcade equipment at operators' prices. Photo Vend Co., 5400 Cullom, Chicago 41. Phone: Mulberry 5-5788.

Pokerino, rebuilt, new plywood, natural finish, new wire and contacts, new silver back glass, perfect condition. James Travis, 204 N. 3rd St., Millville, N. Jer.

Pulver Tab Gum machines—45 three col. 400 cap. \$7.50 ea; 30 two col. 120 cap. with rotating man, \$3.50 ea.; unsurpassed for outside locations, porcelain finish, stainless steel trim. 7 one col. 130 cap., clean and ready to go, really bargains; 2 bushel spare parts free with lot; 1 Silver King Target, excellent condition, \$13.50. 1/3 deposit, balance C.O.D. Jerome J. Zechiel, Culver, Ind. Phone 141-W.

Thunderbolt Horse Rides, special casters, top condition, \$497.50; freight paid to any place in U. S. J. A. Smith, 439 Dexter Horton Bldg., Seattle 4, Wash.

3 10¢ Hot Potato Chip, Peanut in Shell or Popcorn Machines, like new, price \$50 each; machines at 3935 Flad, St. Louis, Mrs. Russell Knight, Virginia, III.

12 like new Penny Changers which kick out 5 pennies at the pull of a lever; chrome finish, non-coin operated, one key for all 12; tokens included; best offer takes all. George F. Rhodes, 106 W. Peter St., Uniontown, Pa.

40 Pop Corn Sex 10¢ Vending Machines, must sell. Harold Barr, Main St., Amanda, O.

Wanted to Buy *********

Will trade Even — New store-size 3-ton Air Conditioner Units, \$1450 value, for Wurlitzer 1550's or kindred equipment. Write P. O. Box 1208, Miami, Fla.

Want—Will pay cash up to \$250 for Gence uprights; Silver Chest, Golden Nugget, Jumpin' Jacks, \$400; Atlantic City, \$200; Beach Club, \$350; United Clover Bowler, \$250. West Way, Inc., 776 Ashton Ave.,

Birthday, Inc., Astrology Machines, like new, \$200 ea.; Chicoin Hit Parade, \$60; Exhibit Sixteen Shot Gun, \$35; Exhibit, Dale Six Shooter, \$125. 1/3 deposit. Elwood Eggers, 1281 Lafayette Dr., Salt Lake City 16, Utah.

EQUIPMENT BUYS from FIRST EARN BIGGER COLLECTIONS

SHUFFLE GAMES

NEW
Keeney PACEMAKER
Chicoin ADVANCE
BOWLER
Thicoin Chicoin KING BOWLER Chicoin GOLD CUP

"First-Conditioned" Shuffle Games UNITED

ONLIED
CLASSICWrite
OLYMPICWrite
STAR-10TH FRAME \$335
STAR 6 PLAYER 295
OFFICIAL S.A.
(MATCH) 250
SUPER 6 PLAYER 235
DELUXE & PLAYER. 195
6 PLAYER with
Formica 179
Formica 179 5 PLAYER with
Formica 159
Formica 159 5 PLAYER 145
4 PLAYER 125
SKEE ALLEY 65
VEENING
DOMINOWrite
CARNIVALWrite
CLUB BOWLER-
LLUB BOWLER-
10 PLAYER\$385
10 PLAYER TEAM
BOWLER 325
SUPER DELUXE 195
DELUXE LEAGUE
BOWLER 175
6 PLAYER 165
HIGH SCORE
LEAGUE BOWLER 165

LEAGUE BOWLER 165 BOWLER 115 CHICAGO COIN 10th FRAME DBLE, \$385 6 PLAYER MATCH .. 4 PLAYER HI SCORE 149 HI SCORE BOWLER. \$75

See FIRST

COIN MACHINES

Chicago Coin's ROUND THE WORLD

TRAINER A real sensation!
Designed for a dult appeal, but gets the kids, too! "Gun-Ride" simulates flight actions—pilot controls speed . . . tests skill by shooting ray of light at targets while going 'Round the World in 60 seconds! QUICK DELIVERY!

BINGO 5 BALLS

NEW Bally DUDE RANCH-YACHT CLUB United TAHITI

"First-Conditioned"

BALLY
Yacht Club Write Beauty \$395 Palm Beach 295 Frolics 285 Atlantic City 275 Spotlight 195 Bright Spot 195 Coney Island 195
UNITED Circus

ARCADE

EXHIBIT SPACE GUN _ GENC ABT CHALLENGER GENCO SKY GUNNER

ADI C	•
"First-	C
SEEBURG SHOOT	
THE BEAR	9
WMS. SUPER	
WORLD SERIES 1	9
CHI COIN BAS-	
KETBALL CHAMP. 1	9
EX. GUN PATROL 1	
TELEQUIZ 1	
	•
CHI COIN 4	_
PLAYER DERBY 1	7
CHICKEN SAM	9
	5
	=

"First-Conditioned" Turf King\$95 Winner 95 Champion 75 Gold Cup 55 Jockey Special 45

PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction guar-

= n 5-	nditioned"
99	RIFLE RANGE
95	CHI COIN GOALEE 85
95 75	WMS, QUARTER- BACK
65 75	MERCURY 13-WAY GRIP SCALE 79
95	CHI COIN HOCKEY 55

ONE BALLS VENDING NEW KEEPEY DELUXE E ECTRIC CIGARETTE VENDER Easy to Service, Quicker Loading, Greater Profits!

> CIGARETTE VENDERS FACTORY REBUILT -LIKE NEW!-25c Operation-King Size Cols.

10 Col. 155 Uneeda Elec., 9 Col. . 125

5 BALLS

00112122	Knackaut	49	Sweepstakes \$195	M
Quintette\$190	Vine Arthur	45	Spark Plug 130 Shoot the Moon 120	į,
Niegara 145	Dble. Shuffle	65	Jalopy 120 Hayburner 115	i i
Globe Trotter 135 Rose Bowl 135	WITH LEW	- 4		
Mermaid 125	Aquacade	39	Gizmo 35	S
Joker 95	Carolina	39	King Pin\$115	S
Dble. Feature 89	Stardust Baby Face	39	King Pin\$115 Fighting Irish 75 Football65 Thing45	1
Character State of the	100 St. 200 St. 100 St		Thing 45	8

Majors of '49...\$ 45 Grand Award ... 35 Trinidad 35 Catalina ... 35 Thrill ... 35 Shantytown ... \$ 85 Bebop 65 Playtime 45



DISTRIBUTORS

Joe Kline & Wally Finke Chicago 22, Illinois

ALL REDD-HOT VALUES

Perfectly Reconditioned

100% Guaranteed

MU	

W. W. 1995 W. 1997 W.		Service Comments		0.00	100		-	11		100	0.110			100	 		-	_	_	_	_	_	_	_	
A M I D40				200					*114		60					•		•			*:-				. 500
A M I D80														٠.					٠			٠		•	. 585
ROCK-OLA	120 R	ECOR	D	F	IR	EE	BA	L	L	٠				٠.	٠				•						. 283
EVANS 100	CENT	TURY								٠			٠	٠.	٠	•	•	٠	٠	٠.		٠	٠	٠	. 585
SEEBURG 1	00B-45	RPM	1									:			÷							٠	٠	٠	. \$685

ONE BALL & BINGO

MISCELLANEOUS

SPOT LIGHT\$95 SPARK PLUG\$75 SUNSHINE PARK 95 HAYBURNER 75

KIDDIE RIDES

BALLY CHAMPION HORSE\$650 EXHIBIT BIG BRONCO 550 HOT ROD AUTOMOBILE 245

ALL RIDES COMPLETELY RECONDITIONED! NEW LOOK-NEW COLOR-LIKE BRAND NEW

DISTRIBUTING CO., INC.

298 LINCOLN STREET ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for

940-942 LINDEN AVENUE



EXCLUSIVE DISTRIBUTORS

Eastern Seaboard's largest Kiddie Ride Distributors offers a complete one-stop service. Buy, sell, trade, remodel, overhaul ALL KIDDIE RIDES. Inquiries invited.

BINGO GAMES

Special Attention to Foreign Orders.

BEAUTY 365.00 KIDDY RIDE PACKAGE DEAL-4 MAJOR RIDES \$799.00. 1/2 Down-Balance C.O.D. Crating Extra.

WRITE * WIRE * PHONE SATISFACTION GUARANTEED OR MONEY BACK. EASTERN VENDING SALES COMPANY, INC. Mu. 5-2110 BALTIMORE 1, MD.

AFTER TRACEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE

Miami Ops Shuffle Route Ownerships

MIAMI, Nov. 14.—Two of the area's leading operators have split their routes and formed new

Mel Schwartz, formerly a part-ner with Paul (Whitey) Pincus in Whitey's Amusement Company, is now operating games and jukes under his own name. Pincus is now sole owner of the Whitey firm and also operates both game and music equipment. Meanwhile, W. J. Herring, of A & S Amusements, and Lucian Scholz, Marvel Vending, have combined their talents and are now operating a game route using the A & S Amusements trade name.



the game with FAST 50-SECOND PLAYING TIME!

ADVANCE AUTOMATIC SALES CO.

1350 Howard St. San Francisco, Calif.





NOV 21-22

54 N. Pennsylvania Ave. Wilkes-Barre, Penna. Phones: Valley 3-2853, 4-2240, 3-7542

EVANS' LATEST

"CLUB MODEL" Saddle & Turf



Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.

High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins.

Electric Replay Counter registers to 999.

*LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped Interstate.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

"WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS: GENCO Invader—UNITED Imperial, Royal, Tahiti—VICTOR Toppers—GOTTLIEB Shindig—LEE'S Carousel—KEENEY Electric Cigaret Machines—EXHIBIT Rides—COLE'S Drink Vendors—EVANS Saddle & Turt—ABT Challengers

UNITED 2 Pl. with Formica \$ 65.00 5 Pl. with Formica 100.00 6 Pl. with Formica 125.00 6 Pl. DeLuxe 150.00	Genco 400s\$ 95.00 Genco Gold Nugget 125.00 Genco Jumpin' Jax 110.00 RIDES Bally ChampionWrite
6 Pl. Super	Super Jet, Chi. Coin. Write Scientific Bost\$550.00 COUNTER GAMES
BINGOS A.B.C	20 Wizards, like newea. \$22.50 5 Fl. Model Wizard Scalesea. 39.50 Shipman's Art Showea. 44.50
Bolero	A.B.T. Challengersea. 20.00 (Heavy Hittersea. 35.00 Acme Shockersea. 24.50 Three of a Kindea. 18.50
Cabana 350.00 Coney Islands 150.00 Frolics 225.00 Five Stars 75.06 Spot Lite 110.00 Stars 165.00 3-4-5s 75.00	MUSIC 10 Seeburg Model A-100s
Yacht Club 325.00 Rodeo 275.00	500
depos with order balan C.O.D	NOW DELIVERING

SHUFFLE BOWLERS UP-RIGHT GAMES ARCADE EQUIPMENT ABT Gun Range\$600.00 Big Inning 150.00 Sky Gunner Write Quarterback 95.00 Tommy Gun ... 95.00 Undersea Raider ... 125.00 5 New Phil. Tobog-Write for complete list.

PIN GAMES Chinatown \$165,00 Dreamy 40.00 Freshie 45.00

Holiday 45.00 Harvest Time 55.00 Niagara 140.00 Quartet 145.00 Skill Pool 175.00 Triplets 50.00 VENDING MACHINES

4 Craig 10¢ Ice Cream Venders, Ea. \$250.00 3 Super Vend Selective Drink, 3 Flavors . . 325.00 3 Hot Snack Bars, 5 Column 150.00 10 Revco Ice Cream

Bottle Vendors 15 Advance le Stick Gum Vendors Hupp Drink

2021-2025 Prospect Ave., Cleveland 15, Ohio All Phones: Tower 1-6715

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

M. S. GISSER Sales Manager



Copyrighted mater



Multiply



50-SECOND PLAYING TIME!

See it at CENTRAL MUSIC DIST. CO.

2642 Harney St. Omaha, Nebraska

MUSIC **Money Makers**

BRAND-NEW CHICOIN HIT PARADE\$132.50

Reconditioned—Refinished!

Terms: 1/3 Deposit. Balance C. O. D.

OREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

78			
.B.T. Cha	NTER Henger, new		55.00
rt Shows icker &	Il Gun, new Shipments, Catcher, new 1, new	new	35.00
Ball Iry C	Jr	imns, new	
l ree	, complete w I, counter or	with stand	22.50
Kir	g or Hunter Line of Par Illustrated C	ts and Supp	25.00 lies.
Land	July.	11/28	*

7 Tenth Ave. (at 42nd St.)

York 36, N.Y. BRyant 9-6677

ARS SERVICE . EST. 1912

Expect Big Crowd At Miami Banquet

MIAMI BEACH, Nov. 14.—The annual banquet planned by the Amusement Machine Operators' Association of Dade County appears certain to be a sellout, members of the banquet committee announced this week.

They based this prediction on the heavy reservations of coinmen from other parts of the country who vacation in Florida in December. This week a block of tickets was reserved by Al Schlessinger, head of Square Amusement Company, Poughkeepsie, N. Y.

The banquet is scheduled for the Saxony Hotel December 12. AMOA announced that Frenchy Amusements, operators of novel-ty and shuffle games and shuffle-boards, is the newest member of the association.



SENSATIONAL MOVING REFLECTED-LIGHT BALLS!

See it at

CLEVELAND COIN MACHINE EXCHANGE

2025 Prospect Ave. Cleveland, Ohio

CLEANED—CHECKED READY TO GO

	37.0
Wurlitzer 1015	\$125.00
Wurlitzer 1080	125.00
Seeburg 100 "A" 78 R.P.M.	495.00
Seeburg 146	95.00
Rock-Ola 1422	95.00
Rock-Ola 1426	
AMI A	
AMI B	295.00
AMI C	
Wuslitzer 5-10-254 Wall	

Boxes 3020\$12.50 Watch For Our Weekly Specials

DAVID ROSEN Exclusive A M I Dist. Ea. Pa. 855 N. BROAD STREET, PHILA 23, PA. PHONE: STEVENSON 2-2903

CHI COIN SETS EUROPEAN REP

CHICAGO, Nov. 14.—Appointment of Nova Apparate M.B.H. as European distribu-

M.B.H. as European distributor was announced by Frank Mencuri, sales manager of Chicago Coin Machine Company, Tuesday.

Nova Apparate has headquarters at 25 Barmbekerster, Hamburg, Germany. The firm's principals are Alfred W. Adickes and Hugo Pfohe. Both have been in the coin machine industry for the past two decades. two decades.

Chicago Coin is now delivering King Bowler (see separate story), Advance Bowler and Round the World Trainer.

Begin Delivery Of King Bowler

CHICAGO, Nov. 14.—Chicago Coin Machine Company, thru Ed Levin, director of sales, announced regular deliveries on King Bowler started this week.

King Bowler is a six-player shuffle game with the new giant size pins. It has triple match play (number, star and crown) and tho designed for 10-frame play is adjustable to five frames.

Strikes and spares made in the fifth and 10th frames score triple and those made in the third and seventh frames register double scores. King Bowler has 20-30 dial scoring.

Am. Shuffleboard Reports 500% **Production Gain**

UNION CITY, N. J., Nov. 14.— With production up nearly 500 per cent compared to a year ago, the American Shuffleboard Company is currently experiencing its busiest season since the suffleboard boom of 1947-'48, according to Don Freeburg, company executive.

Freeburg said Virginia, Wash-ington, Oregon and Texas, as well as the Grand Rapids, Mich., and Baltimore area are opening up this year on shuffleboard and that business all over the nation, but particularly on the East Coast, is

rising sharply. He added that a good deal of the business is replacement of older equipment.

New Op Firm

DETROIT, Nov. 14. - W. W. Coin Machines Sales, River Rouge, operating shuffleboard and bowling alley game ma-chines, was established by Wallace W. Taylor, old line operator.

Wallace operated under his own name during the past 15 years. He is currently engaged in the Detroit Shuffleboard Association's League play, with 20 teams under his sponsorship.



with Banner! I'm a down-to-earth profitminded operator. What I want is equipment and service without a headache! I can't afford to take a vacation while waiting for parts or supplies!

Banner always sells me top equipment at rock bottom prices! And Banner has complete stocks of parts and supplies always on hand ready for immediate delivery at a moment's notice! Banner really caters to the operator! That's why I deal with Bannerit's always A BETTER BUY AT BANNER!

BANNER SPECIALTY COMPANY Home Office: 199 W. Girord Ave., Philo. 23, Po.



WE NEED SPACE AND ARE CLEANING HOUSE AT RIDICUL-**OUSLY LOW PRICES!** Joe Ash

ONLY

EACH . . .

CHI. COIN THING CHI. COIN PLAYBALL CHI. COIN PIN BOWLER CHI. COIN PIN BOWLER
GENCO SOUTH PACIFIC
GENCO ROCKETTE
GOTTLIEB SELECT-A-CARD
EXHIBIT SAMBA
EXHIBIT JEANIE
WILLIAMS SWEETHEART
WILLIAMS GEORGIA
WILLIAMS DREAMY
WILLIAMS DREAMY
WILLIAMS TUCSON
WILLIAMS GIZMO
WILLIAMS MARYLAND
WILLIAMS PHOENIX
WILLIAMS PHOENIX
WILLIAMS PINKY
WILLIAMS DEW-WA-DITTY
WILLIAMS EL PASO WILLIAMS EL PASO WILLIAMS FRESHIE

ONLY \$35.00 EACH . .

ONLY \$40.00 EACH ...

ONLY \$45.00 EACH ...

CHI. COIN SUPER HOCKEY
CHI COIN FIGHTING IRISH
CHI. COIN FOOTBALL
GENCO STOP & GO
GENCO HITS & RUNS
WILLIAMS CENTRAL TOWER
WILLIAMS RAG MOP

COTTLIEB SHARPSHOOTER

WILLIAMS DALLAS

EXHIBIT TUMBLEWEED WILLIAMS SPORTSMEN WILLIAMS LUCKY INNING COTTLIEB BASKETBALL COTTLIEB DOUBLE FEATURE COTTLIEB DOUBLE SHUFFLE

ONLY \$50.00 EACH . .

EXHIBIT SHANTY TOWN

WILLIAMS NIFTY

ONLY \$65.00 EACH . . GOTTLIEB SPOT BOWLER GOTTLIEB MINSTREL MAN GOTTLIEB MADISON SQUARE GARDEN WILLIAMS HARVEY ONLY \$90.00 EACH ...

ONLY \$95.00 EACH ...

COTTLIEB ROSE BOWL COTTLIEB HIT & RUN WILLIAMS DOMINO

WILLIAMS SLUGFEST

GOTTLIEB CYCLONE\$110.00

WILLIAMS TWENTY GRAND.......... 125.00

ALL MACHINES LISTED ABOVE ARE IN A-1 CONDITION AND READY

FOR OPERATION!

WRITE-WIRE-PHONE YOUR ORDERS!

1/2 Dep., Bal. C.O.D., F.O.B. Phila. Minimum deposit accepted, \$20.00.

V CALIA A TE AMUSEMENT MACHINES COMPANY

666 N. Broad St., Phila. 39, Pa. FRemont 7-4495 "You can ALWAYS depend on Active ALL WAYS"

LATE ALLEYS Ready for Location CHICAGO COIN 6 PLAYER

Double Score Bowler\$385.00 Super-Match Bowler .

10th frame feature plus double score 5th & 10th frame feature number 10th frome feature plus spell name Bowl-a-Ball\$375.00 Play with ball, no puck. 10th frame frame feature plus double score 5th 10th Frame Special \$325.00 10th frame feature plus double score 5th

Any 2 of Above for \$650

or-Match Bowler\$275.00 10th frame feature plus match number and star 10th Frame Bowler\$275.00 10th frame feature

Match Bowler\$265.00 Match number and star

Any 2 of Above for \$525

Keeney-Deluxe League Bowler \$150.00

Terms: 1/3 cash with order; balance C.O.D. Write for complete list.

General Wending Sales Corp. 239-245 W. BIDDLE STREET . BALTIMORE, MD . PHONE Vernon 4119-20-21

SPECIAL-PANORAMS. Guaranteed Reconditioned.

SPECIAL! CITATION \$42.50 TURF KING Now Available— New Domes for "Pop" Corn Sez —Write. SPECIALS ON WILLIAMS GAMES Hayburners\$ 75 | Shoot the Moon ..\$135 Four Corners 125 | Star Series 85

CLAYT NEMEROFF . CHARLEY PIERI

IN STOCK-RECONDITIONED Spot Light\$145 | Bright Lights\$135 Atlantic City 265 | Coney Island 175 United Leader ... 135 | Bright Spot 175

10c VENDORS RECONDITIONED LIKE NEW





WANTED

Repairman, experienced on Bingo and Shuffle Games, to work for large Chicago distributor. Write

Box 677, The Billboard 188 W. Randolph Chicago 1, IR.

Gopyrighted material

LIGHTNING SPEED OF TRAP HOLES . . .

FLASHING ACTION OF 4 FLIPPERS!

EXCITING AS A

THREE RING CIRCUS!



Gottlieb's NIHEEL

- * Any 3 balls in line or 4 balls in center square trap holes awards
- * Double Rotation sequence lights up corresponding Roll-Overs for Super-High Score and Super-Point
 - * Completing both Red and Blue Sequence lights up center Roll-Over for Replays.



★ 4 POP BUMPERS ★ 4 FLIPPERS ★ 2 CYCLONIC KICKERS ★ HIGH SCORE to 6 MILLION *

NEW HINGED FRONT DOOR

1140-50 N. KOSTNER AV CHICAGO 51, ILLINO

******** 5-BALLS

WILLIAMS

Dreamy

Georgia

Lucky Inning

Maryland Bosten

8 Ball \$119.50 Slugfest 179.50 Shoo Shoo ... 119.50 Control Twr 109.50 Rag Mop ... 99.50

Terrific for PLAYERS

for LOCATIONS • for YOU!

UNITED RIO BALLY DUDE RAVCH GOTT. PIN WHEEL WKS. GUN CLUB EV. SADDLE & TURF

-BINGO-

Yacht Club. Write Beach Club. \$475.00 Beauty 395.00 Palm Beach. 295.00 Atlantic City. 275.00 Frolics 295.00 Spot Lite 175.00 Coney Island 195.00 Bright Spot. 195.00	Dallas 69.50 El Paso 59.50 Virginia 49.50
Bright Lights 175.00 Tropics 425.00 Cabana 395.00 Circus 225.00 Stars 150.00 ABC 125.00	"400" \$145.00 Tri-Score 89.50 Black Gold \$9.50 Puddin' Head \$4.50 Big Top \$4.50 Screwball 49.50 1-2-3 49.50 Floating Pwr. 49.50
GOTTLIES	UNITED

Screwball ... 49.50 1-2-3 49.50 Floating Pwr. 49.50 UNITED Wild West .. \$169.50 Utah Tampico 79.50 Cyclone 149.50 Oklahoma 69.50 Нарру-бо-Lucky 139.50 Monterrey ... 49.50 Rondeevoo ... 49.50 Moon Glow ... 49.50 Minstrel Man 139.50 Spot Bowler. 119.50 Baby Face 49.50 4 Horsemen. 109.50 99.50 Joker Rockette 99.50

Knockout ... 89.50 Be Bop 84.50 K.C. Jones .. 89.50 Campus 84.50 3 Musketeers 79.50 Tumbleweed .. 74.50 Bowling Ch. 69.50 Samba 49.50 Buffalo Bill . 69.50 CHICAGO COIN Buttons & Bows 64.50 King Pin\$124.50 Just 21 59.50 Pin Bowler .. 99.50 King Cole ... 49.50 Holiday 59.50 Humpty D. .. 49.50 Bermuda 49.50 VENDERS =

ACORN VENDOR, Ic or	5c WRIT
Mills B Col. Candy \$198.50	U Select It \$ 49.5 N.W. Tab Gum 25.9
Mills 5 Col. Candy 89.50	N.W. Stamp . 69.0 U-Pop-It Writ
Mills Tab Gum 27.50 Mills Tab Gum,	or 10e 49.5
25¢ Razor Blade 19.95 N.W. 49, 1¢, 5¢ 17.35 S.K. Hot Nut. 29.95	
3.K. HOT MUT 27.73	Elect., New 1/3.0

CHARMS New-Assorted \$2.25 Per Bag of 400





COINWAY CHANGEMAKER

Dispenses nickels-Holds 500 nickels. Unconditionally guaranteed. Size 10"x13"x3".

NOW IN STOCK!

ARCADE

GENCO INVADER GENCO SKY GUNNER AUTO-PHOTO ABT RIFLE SPORT

Photomatic, Late\$650.00 Voice-o-Graph 525.00 Harvard Metal Typer 365.00 Midget Movies 295.00 Ev. Bat-a-Score 275.00 Shoot the Bear 229.50 Ch. Basketball Champ 275.00 Photomatic, Pre-War . 250.00 Exh. Jet Gun 210.00 Exh. Jet Gun Muto, Silver Gloves .. Muto, Sky Fighter Muto, Ace Bomber ... 4 Player Derby Evans Super Bomber .. Scientific Field Goal Telequiz & Film Stand, 5¢ Life League Exh. Dale Gun Batting Practice Marion Scale 89.50 Quarterback Exh. Hi Ball, Striker... Scientific Baseball ... 79.50 Flash Hockey 75.00

SHUFFLE GAMES

UNITED ROYAL S. A. KING SIZE PINS UNITED IMPERIAL S. A. CHI. GOLD CUP FOWLER, 6 PLAYER CHI. ADVANCE BOWLER, 6 PLAYER KEENEY DOMI'O BOWLER, 6 PLAYER **GENCO SHUFFLE POOL**

United Classics, Clovers, Cascades, Olympics (Like New) Write United Super 6 Player S.A.\$257.50 United De Luxe S.A., 6 Player 215.00 United 6 Player w/Formica, 7-10 189.50 United 5 Player w/Formica, 7-10 169.50 United 4 Player w/Formica, 7-10 149.50 Un. Double S.A., Express, Rebound, 8' .. 79.50 Un. 2 Player S.A., Express 69.50 Un. Single S.A., Rebound 59.50 Chicoin Bowling Alley, w/Formice 59.50 Chi Baseball, 2 Player 49.50 Keeney De Luxe League Bowler 195.00 Keeney 6-Player w/Formica 175.00 Keeney League Bowler, 4 Player 129.50 Keeney Double Bowler 49.50 Universal Twin Rebound...... 49.50 Williams Double Header..... 49.50 Star Bowler, 10'. 2 Player, Wood Balls . 295.00

FORMICA TOPS

9' Tops\$16.95 ea. Minimum Order 5 Tops

MARVEL'S NEW SHUFFLE SCOREBOARDS CENTER OVERHEAD\$139.50 WALL MODEL 95.00

COUNTER CAMES Bally Futurity ... Write

4	A CONTRACTOR OF THE PARTY OF TH
	how & Film, w\$49.50
Gr	p, New 34.50
Acm	Challenger 29.50 Shocker,
Ex.	ove Meter . 39.50
Flip	y Hitter, 5¢ . 69.50 Skill & Stand 69.50
Texa	s Leaguer 69.50

Turf King\$109.50 Winner 99.50 Champion 89.50° Citation 79.50 Gold Cup 59.50 Jockey Special ... 54.50 Special Entry ... 49.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS. Rowe President, 10 Col. or 8 Col.\$155

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

1012-14 MILWAUKEE AVE. . Phane: EVERGLADE 4-2800 . CHICAGO 22, ILL. **********

EVANS' 100 Selections CENTURY Now on Display **ALWAYS**

ARCADE

"There is no substitute for Quality

Wms. FLUBADUB Wms, GUN CLUB

Gottlieb PINWHEEL Bally PALM SPRINGS | United IMPERIAL

IN STOCK-

BINGO

Palm Springs

Dude Ranch

Yacht Club

Beach Club

Palm Beach

Bright Spot Bright Lights

Beauty

Spotlite

Frolics

Cabana

at WORLD WIDE

Exclusive Distributor The World's Smallest Console Phonograph— Rock - Ola Sensational 120-Selection COMET

NEW 1954 ACE COIN COUNTER 25¢. Wt., \$149.50

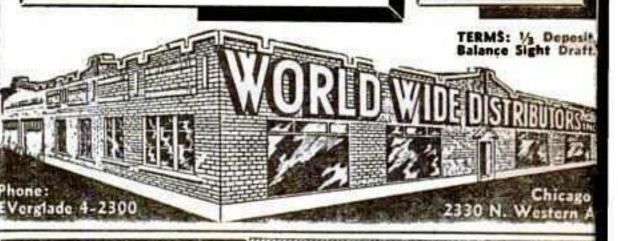
Immediate

Delivery

PHONOS Fireball "120" 147\$165 1015 165

850 45 1100 275

WANT TO BUY LATE PIN GAMES . LATE BINGO GAMES





Brand New!

Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00 Also made for many foreign coins.

BUCKLEY WALL AND BAR

Record Selections 5c or 10c Play

Copyrighted mate

20-24-32

Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, II

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES



NATIONAL 5 BALLS

RECONDITIONED

Quartette 140

PREMIUM BOARDS

We offer 3-way service. 1— Our experts will select board merchandise for you. 2— Make your own selections, 3—Order stock boards. Prices \$25, \$50 and up. We GUAR-ANTEE TO SATISFY.

IMMEDIATE DELIVERY Gottlieb's SENSATIONAL WHEEL

Priced for Quick Sale! Seeburg M-100-A, 78 RPM Seeburg M-100-B, 45 RPM

NEW GAMES

Chicago Coin Advance Bowler Chicago Coin Round the World Trainer United Imperial Shuffle Alley United Royal Shuffle Alley

(Phone: BUckingham 1-6466)

DROP IN TO SEE GENCO'S

the game with ENDLESS COMBINATIONS OF STRAIGHT AND BANK SHOTS



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET **BOSTON 18, MASS** Tel Library 7-9450

NEW UNITED IMPERIAL ROYAL

Central Ohio Coin Machine Exchange 525 S. High St. AD 7254

SPECIAL

Yacht Clubs \$269.50 Beach Clubs 395.00

Dude Ranches-Write

New Orleans Novelty Co.

115 Magazine St. New Orleans 12, La. Phone: CAnal 8318

HELP WANTED

Mechanics—Experienced Only for Bingo Games. Need car.

GOOD PAY

In vicinity of Chicago, Write, giving complete details of

past experience, etc., to

BOX D-87, THE BILLBOARD 2160 Patterson Cincinnati 22.

SPECIAL SHUFFLE

GAME BARGAINS!

United Clover 6 Player\$375
United Star 10th Frame 295
United Star 6 Player 275
United Super 6 Player 265
United Official Shuffle Alley Match. 225 United 6 Player Shuffle Alley, Formica Top 160 United 5 Player Shuffle Alley, Formica Top 150 Without Formica Top 140 United 4 Player Shuffle Alley ... 125
United Twin Rebound Puck Return ... 85
Keeney 6 Player With Orig. Formica 185
Keeney Super DeLuxe Match Bowler 210
Keeney DeLuxe Match Bowler ... 195
Keeney League Bowler ... 75
Chi Coin 6 Player Hi Score ... 175
Chi Coin 6 Player Hi-Score ... 175 Chicago Coin 6 Player Hi-Score ... 175
Bally Shuffle Line ... 75
Bally Hook Bowler ... 65
Chicago Coin Crown Bowler ... 345

PHONOGRAPHS

Seeburg M100A\$495.00 Late Seeburg 5-10-25 Wireless Wall-o-Matic, Clean 25.00

SHUFFLEBOARD CONVERSIONS Keeney Bowling Champ 69.50

PURVEYOR
 PURVEYOR

PURVEYOR . PURVEYOR . PURVEYOR . PURVEYOR

AUTOMATIC COLE DRINK Coca-Cola Cup Dispenser, Excel-lent Condition, Crating Extra ...\$ 95.00

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12) ... \$ 3.30
Fast Wax, Case (12) ... 4.50
Pucks (Sat of 8) ... 14.00
Score Sheets, 10 pads ... 7.50
Fluorescent Lights, pair ... 22.50
Used Rock-Ola Shuffleboard Lifes, pr.

Adjusters ... 18.50
New Shuffleboard Scoreboards:
Overhead ... 125.00
Wall Model ... 95.00 FORMICA TOPS—SPECIAL United 8' sizes, genuine silk screen, lots of 5 or more\$13.50 Es.

SPECIAL! Rock-Ola Shuffleboards

18 & 22 ft.\$179.50 ARCADE

Glider Williams Double Header

PURVEYOR

DISTRIBUTING CO. 4322-24 N. Western Ave. Chicago 18, III.

Phone: JUniper 8-1814 PURVEYOR
 PURVEYOR

Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

HERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky. 1535 Delaware Ave., Lexington, Ky.

1000 Broadway, Cincinnati, Ohio 129 W. North St., Indianapolis, Ind.

AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE



Check these PLAY-ENTICING

FEATURES:

Numbers 1 to 6 each lite a letter to spell G-U-N C-L-U-B on backglass!

Spelling G-U-N C-L-U-B Scores 1 free play and lites bottom center rollover and 2 top side rollovers for replays! Thereafter, 1 to 6 scores 1 replay.

Ball over either of the 2 bottom side rollovers, when lit, lites up the next consecutive letter in G-U-N C-L-U-B!

Hitting 2 stand-up targets after spelling G-U-N C-L-U-B lites up 4 additional side rollovers for 1 replay. A "SURE SHOT" feature!

LOADED WITH ACTION!!!

TWO BULLET-SPEED THUMPER BUMPERS!

THREE KICKOUTS!

@ 2 FLIPPERS!

TWO REBOUND KICKERS AT BOTH BOTTOM SIDES!

Williams MANUFACTURING COMPANY

Order Today

FROM YOUR Williams DISTRIBUTOR

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

FOREIGN BUYERS!

HINGED RONT DOOR for easy

SERVICING

top manufacturers top equipment are your assured guarantees for satisfaction and profit

GUN CLUB

Available with 5c or 10c Coin Chutes...

We Recommend 10c PLAY!

Williams

We represent the nation's leading manufacturers including

Williams

Gottlieb

Bally

Keeney

Genco Evans

Remember: For export and domestic business it's International and Scott-Crosse Write for FREE Price List. Parts and Service Manual Available.

INTERNATIONAL AMUSEMENT CO.



SCOTT-CROSSE

COMPANY

1423 SPRING GARDEN STREET

Rittenhouse 6-7712

Bright Spot ... 200.00 Coney Island ... 200.00 Keen, Holiday ... 125.00 Leader ... 175.00

Leader 175.00 Atlantic City 245.00

United Stars

PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

GENCO SKY GUNNER.....\$325.00 KEENEY 4-PLAYER CONVERSIONS (For Shuffleboard) 125.00 CHI COIN BOWL-A-BALL..... 250.00 EXHIBIT DALE GUNS...... 49.50

UNIVERSITY COIN MACHINE EXCHANGE

854 N. High St. Columbus 8, Ohio Tel.: UNiversity 6900

GATHER A HARVEST OF TOP VALUES . . . **BUY FROM LONDON!**

NEW SELECTION FIVE BALLS **NEW PRICES!**

Dauble Chuldle 646 80 1	Thrill\$29.50
Double anutile	Sharpshooter 49.50
Carnival 49.50	Snarpshooter 47.50
Hit Parade 29.50	Buccaneer 34.39
0 Tue Three 34 50	Buccaneer 34.50 Cinderella 29.50 All Baba 34.50
One-Two-Three 34.50	All Raha 34.50
Aquacade 39.50	Damasta Bill 24 FA
Tampico 64.50	
	5f. Louis 44.59
Playland 89.50	5t. Louis 44.50 El Paso 39.50
Floating Power 44.50	Dalles 44.50
24 50	Maryland 49.50
Serenade 34.50	Maryland 47.50
Tennessee 29.50	Screwball 34.50
Super Hockey 59.50	Black Gold 59.50
Control of the Assessment of the Land of the State of the	

WALL BOX

SPECIALS!

Seeburg Postwar 5¢ Wire-Wireless... \$9.95 Packard Boxes.... \$7.50

USED SPECIALS CHICAGO COIN Trophy Bowl \$ 59.50 Bowling Classic. . 59.50

KEENEY League Bowler . . \$139.50 Double Bowler .. 79.50 Trade Winds Mardi Gras Merry Widow Puddin' Head ... Three Feathers ... Big Top Wisconsin Oklahoma Dew-Wa-Ditty Saratoga

> PHONOGRAPH SPECIAL PACKARD MANHATTAN

> > \$79.50

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220



2605-7 HENNEPIN AVENUE MINNEAPOLIS B, MINN. PLEASANT 1453



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION! Buy Your ALUMINUM DISCS in Rolls of 100. Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, III.

2500 7-11 ...\$1.15 bag 2170 R.W.&B, 1.00 bag

- TICKETS-

ELECTRIC

SCOREBOARDS

LARGE NATIONAL COIN

REJECTOR BOX

Horsecollar \$125 ea.

and 15-21- \$95.00 ea.

15-21 pts.\$75.00

Overhead, 15-21 pts.

Wall Model 15-21 pts.

O.H. Scoreboard,

Recond, Monarch

22' and 20' Shuffleboard cabinets, good condition, new maple tops, New pucks and accessories, \$169.50 \$

•••••• 22' Maple Tops, brand

Jumpin' Jacks ... 150.00 Golden Nugget ... 175.00 Circus 295.00 Frolics 275.00

new, crated ... \$90.00 Circus ... 295.00 Bally Shuffle Line . 49.50 Frolics ... 275.00 Pucks (set of 8) ... 12.00 Bally Champion ... 49.50 Wax, dozen ... 2.60 Bally Citation ... 39.50 Shuf, Scorepads, Es. ... 25 Genco Shuf, Target 49.50 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago. MID-STATE COMPANY Chicago 47, III. 2369 Milwaukee Ave. Tel.: Dickens 2-3444

RECONDITIONED

EXHIBIT SIX SHOOTER..... 149.50

Copyrighted mater

Fun for All

ROUND THE WORLD TRAINER

chicago coin's

Automatic

Timer

Visit 20

World

Capitals

s of the work

Pilot Controls . . . Every

Action! Every Move!

SPECIFICALLY DESIGNED AS AN ADULT ATTRACTION

Report of Tests Prove It's Got Everything!

* Eye Appeal! * Play Appeal!

* Wide Spread Appeal

with Men -- Women -- Boys and Girls!

* And Plenty of Profit Appeal!

The "Gun-Ride" featuring a shooting beam of light-guided by pilot to pass through the lighted buttons on backboard showing 20 world capitals, tests his skill as he attempts to go 'Round The World in 60 seconds.

Pilot Rating

Miles

A Natural Attraction for ALL LOCATIONS! Amusement Spots! Bowling Alleys! **Arcades! Carnivals! Miniature Golf** Courses! Retail Stores! Etc.!

LOOK AT THESE FEATURES!

- Simulates actual Flight Actions! No Gears or Belts to go out of Order!
- e Pilot Controls Desired Speed! Weather-proofed Throughout for Indoor or Outdoor Locations!

chicago MACHINE COMPANY

* TESTS PROVE THIS "GUN-RIDE" DRAWS CROWDS IN ANY PLACE OF BUSINESS!

1725 West Diversey Blvd., Chicago 14, III.

In Our Showroom... CHICAGO COIN'S New Money Maker

SOMETHING NEW!

- Chicago Coin Round the Worth Trainer Chicago Coin Advance Shuffle Bowler Chicago Coin Gold Cup
- Shuffle Bowler Chicago Coin Crown Chicago Coin Band Box

SPECIALS

Buckley Track Odds,
Non Coin Write
Jumping Jax\$ 90.00
Golden Nugget 125.00
Pop Corn Sez,
Very Clean 49.50
National Candy 9 M 65.00
Evans Horse Bace

Evans Horse Race Wheel & Layout, Write

ARCADE

Mutoscope Sky Fighter Very Clean ...\$125.00 Mills Panoram ...225.00 Mutoscope Voiceo-graph, 35¢ Model 495.00 Mills Panoram ... 225.00 Chute ... 125.00 Mutoscope Voiceograph, 35¢ Model 495.00 Bright Spot, Very
Clean ... 150.00 Atlantic City ... 250.00 Atlantic City ... 250.00 Bally Big Inning ... 135.00 ABC ... 50.00 Boomerang ... 40.00 Cabana ... 375.00 Bally Rapid Fire ... 95.00 Circus ... 250.00

Pokerino Jr. Heavy Hitter & Exhibit Jet Gun .. 205.00 Auto Shoot, Like New 175.00 Chi Coin 4 Player Phila, Toboggan Skee Ball, Like Dale Gun 60.00 Chi Coin Pistol ... 80.00 Keeney Submarine 90.00 Solar Horoscope .. 100.09 Keeney Texas Chi Coin Midget
Skee Ball 150.00
Mills Drop Picture 35.00
Funny House

BINGOS Coney Islands\$150.00 Beach Club, Like New Bright Lite, Drop

Mirrors Write

SHUFFLE GAMES United 4 Player \$ 85.00 5 Player 100.00 6 Player 115.00 United United 6 Player, Deluxe 140.00 United 6 Player, United 10 Frame, Star (Match) 300.00 United Cascade ... 325.00 Chicago Coin 6 Player 150.00 Chicago Coin & Player,
(Drum Scoring) ... 195.00
Chicago Coin Match
Bowler 220.00
Chicago Coin 10th

Chicago Coin Bowl-A-Ball

All shuffle alleys cleaned and checked. All alleys have a Formica top and large pins.

RIDES

Chi Coin Super Jets Write Exhibit Big Bronco \$525.00 **Bally Champion** Horse Write

FACILIAN SET INC.

23 PAYNE AVENUE, CLEVELAND 14, OHIO Tel. : SUperior 1-4600

AFTER TRACEDY STRIKES IR AMERICAN RED CROSS IS ALWAYS THERE

DAVIS PHONO SATISFACTION! EASY AS A



SEEBURG M-100 A with DAVIS Guarantee WRITE FOR NEW **LOW VOLUME** PRICE

Complete with professional Reconditioning and Refinishing

Seeburg Specials All Reconditioned and Refinished with Davis Six Point Guarantee. Seeburg 146M.

Seeburg 147M. Seeburg 148M. Seeburg 148ML.... 215

WANTED TO BUY MILLS CONSTELLATIONS

 EVANS CONSTELLATIONS WURLITZER 1015's WURLITZER 1400's

(Telephone Collect for Offer)

Rock-Ola 1422 Thoroughly cleaned, complete \$79

Speaker Special Wurlitzer "4000" Star Speakers. Each.....\$14.95

Wurlitzer Specials

Thoroughly cleaned, complete & in good

Reconditioned, Refinished

700 | working condition

AMI Specials Reconditioned—Refinished

Wurlitzer 3031, Reconditioned 9.95 Packard Pla-Mor

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.

SEEBURG FACTORY DISTRIBUTORS

WE SPECIALIZE IN EXPORT TRADE

Branches in BUFFALO . ROCHESTER . ALBANY

738 ERIE BLVD E. SYRACUSE, N. Y.

MECHANIC WANTED ADMEN of every kind ENDORSE For Phonographs and Games, Living THE BILLBOARD

as a top

selling force

quarters guaranteed. Write, giving full particulars, experience and reference. BOX 814

COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via

PH. 75-5194

c/o The Billboard 390 Arcade Bidg. St. Louis, Mo.

ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona COIN MACHINES



The THRILLS of SHUFFLEBOARD...

The SPEED of BOWLING...
The SKILL of BILLIARDS...

- 3 Frames of 6 Shots Each
- 50 SECOND PLAYING TIME— Fast as a Bowler...10c Play
- Control Scoring as in Bowling
 Game
- HUNDREDS OF COMBINATIONS
 Straight or Bank Shots
- BONUS SCORING



1-2-3 4 5 6 SHOOT END FRAME

REALISTIC

REALISTIC

3-DIMENSION

COLORED LIGHT

COLORED LIGHT

BALLS

Move on "Break" -

- EASY SERVICING THROUGHOUT
- FORMICA PLAYFIELD
- SIZE-8-FT.x2-FT.
- DRUM TYPE SCORING UNITS

Write, Wire, Phone for Full Details!

GISINCO

MANUFACTURING & SALES CO.

2621 N. Ashland Ave.,

Chicago 14, Illinois

Copyrighted mater

Beautiful

Cabinet Styling!

STRIKE STRIKE

5 2 1 3 5 5 2

TRIPLED

King DOUBLED Booker

000 11 000

5 6 6 0 9

BeplayIn



chicago coin's New

ADMAGE BOWLER

Ist— 2nd— 3rd— FRAMES SINGLE

CORING

4th— 5th— 6th— FRAMES DOUBLE SCORING 7th— 8th— 9th— FRAMES TRIPLE SCORING

10th FRAME QUADRUPLE SCORING

* Featuring New ADVANCE Scoring!

New Scoring Thrill!

Top Score of 900!

* FAST! 45 second scoring! Multiple
Scoring on Strikes and Spares only!

* Adjustable to Play 5 Frames

A ROWLER

3 Games EQUIPPED WITH

GIANT

Bowling Pins

NEW Feature... Double and Triple Score Action on Strikes and Spares Only!

THE GAME WITH THE NUMBER, STAR AND CROWN MATCH FEATURE!

* 5th and 10th Frames
Triple Score Feature!

* 3rd and 7th Frames
Double Score Feature!

* Adjustable to Play 5 Frames

Chicago Coin's

9 Foot Size

GOLD
CUP
BOWLER

With exclusive REPLAY Feature

* Replay given player
Matching a number!

★ Any one or six players Can get Replays!

★ Can be operated as Straight Match Bowler!

THE TAKEN SECTION OF THE PARTY OF THE PARTY

MACHINE COMPANY

chicago

1725 West Diversey Blvd., . Chicago 14, III.



cancel-out numbers you're "sorry" you hit ... try again with BALLS RETURNED from cancelled numbers ...



Give the players the opportunity to "second-guess" their skill-snots. Give them the right to wipe out their "mis-cues" while hanging on to the hits that count. Give them a free "try-again" ball for every number not held. Give them the biggest fun-value ever offered in pin-game history, by giving them PALM SPRINGS by Bally. They'll say "Thanks" with the biggest and steadiest repeat-play profits you've earned in a long, long time.

PLUS SUPER-CARD SCORES

PLUS CORNER SCORES

PLUS SELECT-A-SPOT

ADVANCING SCORES EXTRA BALLS

Built into PALM SPRINGS are all the profit-proved features of the greatest Bally in-line games . . . plus the new HOLD idea, greatest innovation in pin-game design in years. Get your share of the PALM SPRINGS profits. See your Bally Distributor today. Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Bally

PALIS BRIGS

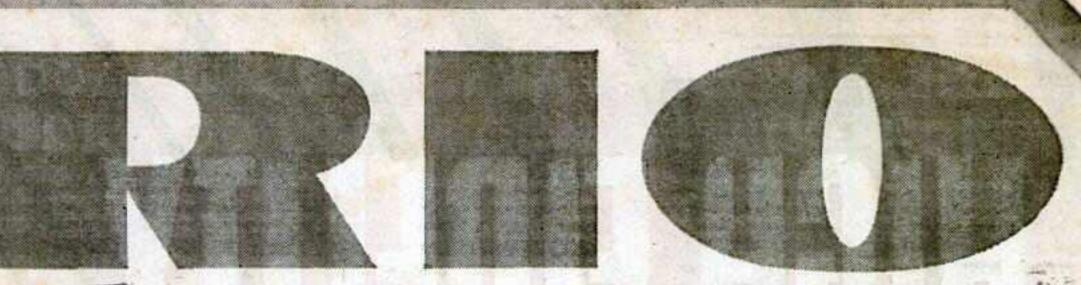
Copyrighted material

SHIPER-CARD

000

000





with NEW SPELL-NAME Feature

Spell R-I-O for 4-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

Spell R-I for 3-IN-LINE SCORE

(CAN ALSO SPOT NUMBERS 2-5-8)

ALL BALLS IN R-I-O POCKETS RETURN FOR EXTRA PLAY

TWO SPECIAL CARDS

(FOR EXTRA IN-LINE SCORES)

SPOT A NUMBER EXTRA BALL SELECT-EM FEATURES 3 in Line Scores 4 in Line BOTH SUPER CARDS BOTH SPECIAL CARDS

> FOUR CORNERS SCORE EXTRA TIME FEATURE UP TO 3 EXTRA BALLS PER GAME NEW, EXTRA LARGE CASH BOX

SEE UNITED'S IMPERIAL

> AND ROYAL

> > SHUFFLE ALLEYS

Now at your Distributor

SELECTOR KNOB 0

E-Z SERVICE FEATURES:

BACK GLASS SLIDES OUT EITHER SIDE BACK GLASS MECHANISM TILTS FORWARD FOR EASY ACCESS HINGED FRONT DOOR

HINGED BACK DOOR

SEE YOUR DISTRIBUTOR

IN 2 SIZES 8 FT. BY 2 FT. 9 FT. BY 2 FT.

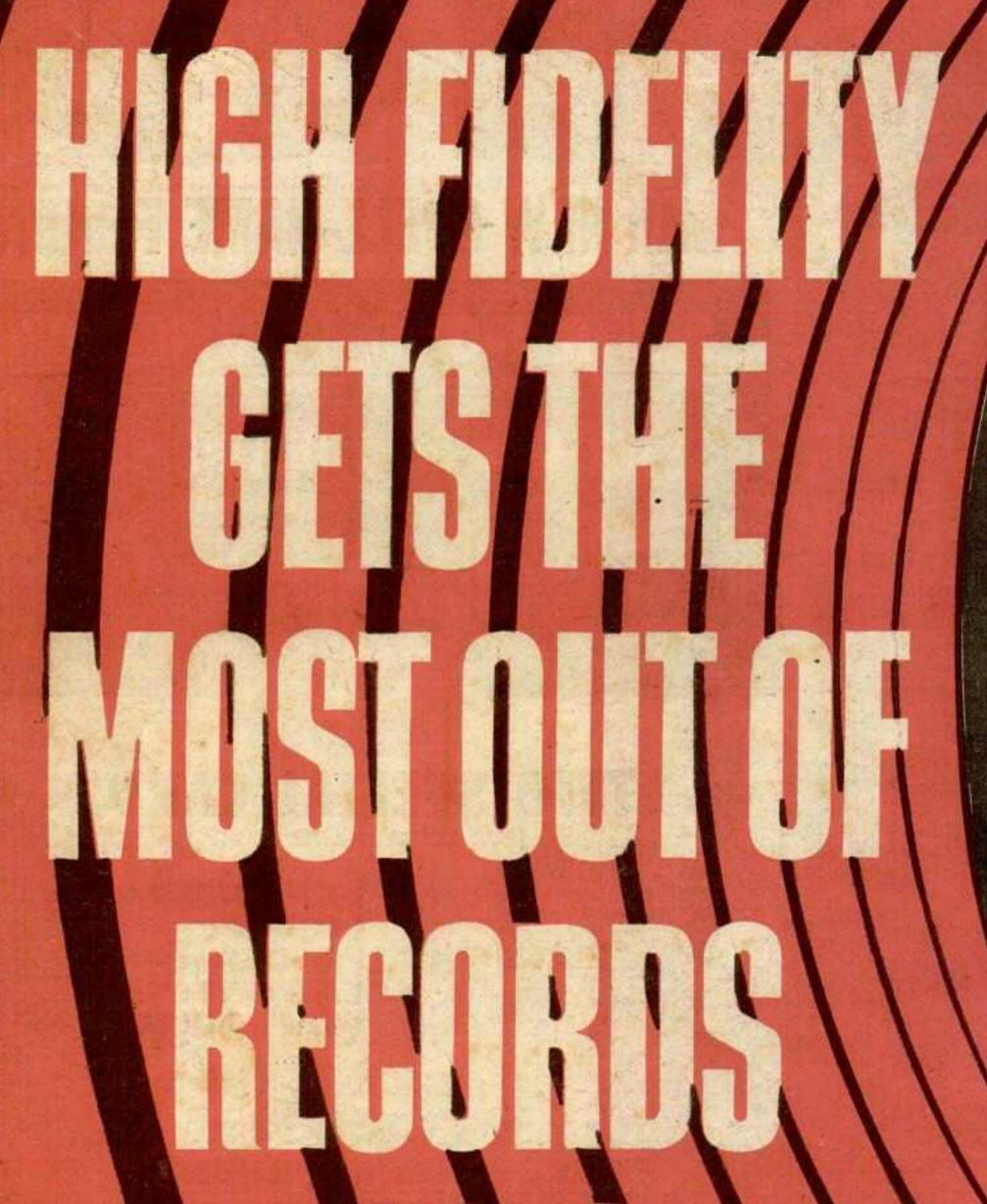
STANDARD

PINBALL

CABINET SIZE

(3)

UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS 12 FM. 188



Select-o-matic

music systems have High Fidelity



DEPENDABLE MUSIC SYSTEMS SINCE 1902

1. A SEEBURG CORPORATION
Chicago 22, Illinois



Copyrighted material

America's finest and most correplete music systems